

# PATENT INSIGHTS: SUNLESS TANNERS

Greater expectations will be placed on sunless tanners – added skin benefits and clean formulations pave the way for wellness-infused sunless tanners to prevail.



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- Beauty & Personal Care



# Report Content

- At a glance
- Mintel recommends

## WHAT CONSUMERS WANT AND WHY

- Widen the sunless tanner appeal
- Target wellness-minded consumers

## PRODUCT INNOVATION TRENDS

- Self-tanners that tout skin health benefits gain traction
- Sunless tanners promote skin health and nourishment

## PATENT LANDSCAPE

- Patent activity over the last decade
  - Graph 1: patents related to sunless tanning ingredients & compositions, published each year, 2011-2020
- The US leads patents related to sunless tanning ingredients & formulations
- L'Oréal S.A. holds the biggest share of active\* patents related to sunless tanning
  - Graph 2: top organisations with currently active patent families related to sunless tanning ingredients & formulations, Mar 2021

## THE SUNLESS TANNING INDUSTRY EXPLORES EXPANDED BENEFITS

- Renovate current offerings through hybridization
- Offer benefits beyond the glow
- Dual functionality sunless tanning is the revolutionary new way to maintain skin health
- Explore tanning technologies outside of DHA
- Innovations related to clean and natural tanning agents can create a revolution in sunless tanning market
- DHA alternative self tanning ingredients may provide more options to consumers
- Make self-tanner scents desirable
- Recent improvement in tanning compositions make it more appealing

## FUTURE PERSPECTIVES

- Bring wellness to the forefront of sunless tanners

### APPENDIX

- Research methodology
- Key sunless tanning ingredients and formulations patent examples
- Contributor
- Shape your future with Mintel bespoke patent analysis

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