

The Sunny Skin Microbiome 2.0

Reframing daily sun protection for acne-prone skin

Beauty is undergoing a fundamental shift from chasing quick fixes toward maintaining long-term skin health.

The Consumer Dilemma

- Daily UV exposure is unavoidable
- Acne-prone skin concerns are increasing, particularly among adults
- Many consumers hesitate to use SPF daily, fearing skin imbalance or breakouts

Consumers should not have to choose between effective sun protection and skin balance.

The missing science

- Today's sun care solutions focus mainly on UV protection
- The skin microbiome acts as the first-line defense at the skin surface
- Real-life interactions between UV, sunscreen, and the microbiome were not well understood

The gap creates the opportunity to lead the next evolution of sun care with formulations that respect and protect the skin ecosystem.

A new scientific response

- The Sunny Skin Microbiome 2.0 focuses on acne-prone skin under daily-like UV exposure
- Science-backed insights to enable microbiome-respectful daily sun protection

The key insights: For acne-prone skin, daily SPF 50 is a smart and proactive habit that supports a balanced skin microbiome and keeps *C. acnes* in check – for a clearer, healthier-looking complexion.

As daily sun protection becomes essential, next-generation sun care is expected to evolve beyond UV defense, integrating microbiome respect with formulation performance and active benefits.

Contact us to explore what's next – together.