



puttin' on the s[•]pritz



BY SHARON LEICHAM



Skincare products get the SPA TREATMENT, while the use of sunscreen remains

S P L O T C H Y .



THE BOOMING MARKET FOR OVER-THE-COUNTER SKINCARE

products should reach about \$7 billion next year, according to The Freedonia Group, a research company. Apparently, sunscreen manufacturers in the outdoor market made a wise move several years ago when they expanded their lines to include moisturizers, after-sun lotions and other products more likely found in a spa than in a backpack.

But, when we talked with manufacturers this year to discuss those not-so-traditional skincare items, they first steered the conversation toward sun protection. So, why change the subject? Well, they're likely concerned about a report from the Skin Cancer Foundation that three in four people are still not using sun protection regularly. And they have to be alarmed that the mortality rate from melanoma has increased 50 percent since 1973, and nearly 8,000 Americans are dying of the disease every year, according to the American Cancer Society.

It seems we still need to convey the message that outdoor enthusiasts aren't sufficiently protecting themselves, despite frequent sun exposure while paddling, climbing, camping, hiking, trail running, skiing and boarding. Manufacturers haven't lost sight of this, and they're promoting plenty of new products in the outdoor market this year.

For spring/summer 2007, All Terrain is offering Skin Protection Cream, which not only protects from UVA and UVB rays, but also shields skin from windburn and cold. While All Terrain is working to encourage regular sunscreen use, it's also trying to educate consumers on the advantages of natural products. "It's time to end the myth that chemical ingredients work better than natural," said David Kulow, president of All Terrain. "I admit that it's an uphill battle to convince customers. But at least they've gotten used to insect repellents with no DEET and seem happy with the results."

The W.S. Badger Company is also going all-natural and introducing new chemical-free SPF 15 and SPF 30 sunscreens.

As for chemical-based products, ProTech has totally revamped its popular fragrance-free Daypack Moisturizer Sunscreen SPF 30, so now it's double the volume in a 2.5-ounce size. And, better yet, it's refillable from the 3-ounce tube. The new smaller size makes it handy to carry in a backpack or fanny pack.

Himaya Sports Sun Protection also turns to the lab and biochemists to create its formulations. Himaya products are waterproof and sweat-



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proof, and fortified with micro zinc to provide UVA and UVB coverage. The company has added SPF 15 and SPF 35 products to its Lip Formula and an SPF 60 to its Sports Formula. Also, there's a Himaya Cold Weather Formula made with seaweed extract to prevent the sunscreen from freezing on the skin. Select oils and waxes create a wind-block effect and micronized zinc oxide provides broadband sun protection.

Clearly, manufacturers are still thinking up new ways to build a better sunscreen. But what about after-sun lotions, moisturizing creams, sanitizers and all the other skin treatments in the \$7 billion over-the-counter market? Are companies in the outdoor market still improving these types of products? You better believe it.

In addition to its new sunscreens, All Terrain is launching Antiseptz Gel, Antiseptz Spray and HandSanz hand sanitizer, which all utilize wood cellulose, a thickening and moisturizing agent. A new Poison Ivy Bar is said to prevent irritating rashes from poison ivy, oak and sumac, and help a rash heal. All Terrain is also introducing a "healing spray." It designed the Aloe Gel Skin Spray with algae, chamomile, comfrey, cucumber and lavender to be used after sun or wind exposure. Hey, no matter what it does, you gotta admit that "healing spray" is a great term.

After reading the ingredients in skincare products from W.S. Badger Company, you might be tempted to pull out a frying pan and start cooking. Extra virgin olive oil—called EVOO by Badger—is a key ingredient in Badger Healing Balm, the company's original product. Besides olive oil, the balm contains cayenne pepper



IN MARCH 2006,

a class-action lawsuit was filed in Los Angeles Superior Court accusing the nation's leading sunscreen manufacturers of making false and misleading claims about the effectiveness of their products. The lawsuit targets product labels claiming that the sunscreens protect equally against harmful UVA and UVB rays, as well as claims concerning how long so-called waterproof sunscreens actually remain effective in water.

"In sunscreen, there is some anticipation of updated FDA regulations due this fall," said Dave Schmidt, general manager of Himaya. "The class-action suit has highlighted some of the key issues to be addressed, including how to accurately inform consumers about how much UVA coverage they get with the sunscreens they are buying."

If you're confused about UVA and UVB, one point being discussed in the suit, you're not alone. In short, UVB radiation is a spectrum of sunlight that causes sunburn and can lead to basal cell and squamous cell skin cancers. UVA, the longer wavelength ultraviolet light, penetrates deeper than UVB and causes premature aging of the skin and can result in malignant melanoma, the deadliest form of skin cancer.

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extract and ginger said to help in treating achy muscles. Badger Foot Balm contains cooling peppermint, rosemary to promote healing and tea tree oil with antifungal properties. After-sun Bali Balm has a base of shea cocoa butter with lavender and Moroccan Blue Tansy, which the company said is an anti-inflammatory.

Smartshield Sun Care is introducing an SPF 15 Lotion with Self Tanner in an effort to target a new market. The lotion provides broad-spectrum sun protection and DHA additive that is said to attract melatonin to the skin surface, darkening the skin two hours after application. The company is also introducing its Natural Insect Repellent in spray and stick. New eco-friendly packaging that's marine and bio friendly is also on its way.

Look for a new men's suncare line from Aloe Up in August. Does this mean the company is moving toward spa products? "Yes, definitely," said Scott Ainsworth, vice president of sales. "We cater to four different specialty markets and have a brand that fits in all of them, so it's natural

for us to expand into more suncare products for outdoor enthusiasts."


If you think men's suncare is pushing the edge of the envelope, take a gander at Dermatone's coffee-flavored lip balm. Owner Ric Nelson admitted his lip balm with caffeine and coffee flavor is largely a marketing ploy.

"One day I stopped by Dunkin' Donuts and was captured by the smell of freshly ground coffee," said Nelson. "I thought, 'What a concept.'"

Being a veteran marketer with history at Procter & Gamble Co., Colgate Palmolive and Cheeseborough Ponds, Nelson knew he was onto something. The reports on the SPF 23 coffee-flavored lip balm in recent product previews have been quite positive. It's also a natural for taglines like, "Wake up and kiss the beans" and "Kick start your day." Dermatone also sells all-natural, petroleum-free SPF 15 lip balm with tea tree oil and mint flavor.

Wait until you see what Burt's Bees is serving up for spring: A new addition to

the Complexion Mist line is the Cucumber Chamomile Complexion Mist. At the end of a stressful day, the company said one spray of this cooling mist will nourish and hydrate the skin. Then use the Citrus & Ginger Root Body Wash when you jump into the shower. You may be tempted to take a sip—bad idea, probably. There's also the Super Shiny Grapefruit & Sugar Beet Shampoo with soy protein and a conditioner with marula oil.

With tasty lip balms, tanning lotions and healing spray, it's easy to understand why these new skincare products ring up big dollars. Hey, the stuff makes people feel good. But getting people to wear sunscreen everyday—that's a whole other challenge. Sure, folks are eager to "wake up and kiss the beans," but when it comes to skin cancer, few will wake up and smell the coffee. 

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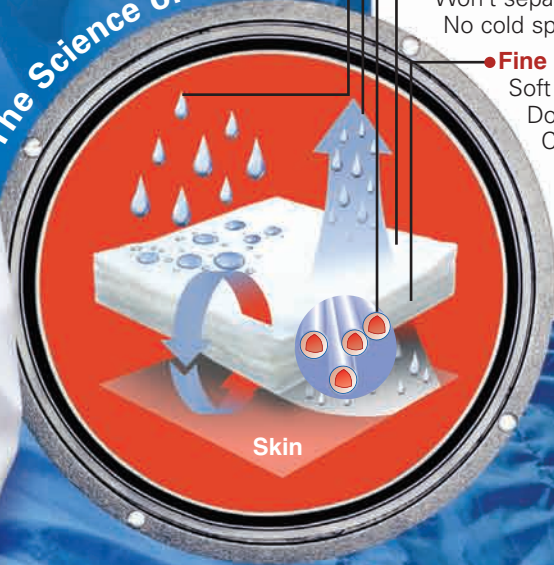
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