**ANTI-POLLUTION BEAUTY**

Consumers around the world are becoming highly concerned about the impact of pollution, and are more aware of the different kinds of pollutants that they face on a daily basis.

Advances in technology are now allowing products to be anti-pollution centric to skin conditions, such as premature ageing. Beauty brands are in turn responding to this consumer need by standing new anti-pollution propositions or re-working the claims on existing products to help combine protection extends to various types of pollution.

**Types of pollution**

- **Indoor pollution**
  - Paint spores
  - Dust
  - Tobacco smoke
  - Black carbon

- **Outdoor pollution**
  - Vehicle exhaust
  - Factory emissions
  - Tobacco smoke

**Effects of pollution on skin:**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>1. CLEAN</th>
<th>2. PROTECT</th>
<th>3. REPAIR</th>
<th>4. STRENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits</td>
<td>Remove dust, oil impurities</td>
<td>Establish barrier against pollution, and support skin health</td>
<td>Repair the harm or hurt</td>
<td>Reinforce skin’s defense systems, strengthening skin barrier, improve skin’s moisture retention and vasculature of skin.</td>
</tr>
<tr>
<td>Related claims</td>
<td>Cleaning, oil control, anti-acne, anti-bacteria / anti-irritation</td>
<td>Anti-dull, whitening</td>
<td>Moisturizing, whitening, calming, anti-darkness, uniform skin tone</td>
<td>Moisturizing, anti-aging, nourishing</td>
</tr>
<tr>
<td>Related categories</td>
<td>Hand cleanser, body/face cleanser</td>
<td>Toner, essential oil</td>
<td>Serum, treatment cream</td>
<td>Proprietary</td>
</tr>
</tbody>
</table>

**OSMS PRO: THE NEXT PROTECTION**

Discover the next level of protection for environmental pollution. GENENCARE® OSMS PRO is a unique combination of antioxidants and amino acids which help the skin by:

- Protecting against oxidative stress
- Contributing to skin decontamination
- Improving the skin barrier function

Oxidases are weakly with the ability to release water balance in cells. As a result antioxidant complex, GENENCARE® OSMS PRO is formulated to deliver cellular equilibrium. All natural and easy to formulate, it is perfect for today’s pollution protection product categories, such as “Whitener” and “Nourisher”.

For study results, formulations and more information, please visit: personalcare.dupont.com/genencare

**Indoor pollution**

- Paint spores
- Dust
- Tobacco smoke
- Black carbon

**Outdoor pollution**

- Vehicle exhaust
- Factory emissions
- Tobacco smoke

**Claims**

- “Which of the following claims describes your current skin condition?”
  - A high percentage of 63% of Chinese internet users aged 16+ claim they have skin problems due to pollution, early ageing and skin dullness. 61% can describe their current skin condition?
  - 65% agree pollution products work.

**Related categories**

- Hand cleanser
- Body/face cleanser

**Related claims**

- Cleaning device
- Primer, foundation

**OSMS PRO**

- Toner, essential oil
- Serum, treatment cream
- Proprietary

**Source:**

- 16-24-year olds believe women’s belief in anti-pollution skincare rises with age in the UK.
- Even so, over 50% of 25-24 agree that pollution protection product categories, such as ‘Protect’ and ‘Strengthen’.
- All-natural and easy to formulate, it is a perfect fit with today’s pollution protection product categories, such as “Whitener” and “Nourisher”.
- According to the WHO, even cities like Amsterdam regularly record PM2.5 levels 60% over the safe level, while in Shanghai they are 5.4 times higher.
- World Health Organization reported that 20% of the world’s population breathe air with PM2.5 levels above the safe level.