**Anti-pollution Beauty**

Consumers around the world are becoming highly conscious about the impact of pollution, and are more aware of the differences in their local climate that they face on a daily basis.

Advances in technology are now allowing individuals to link anti-pollution claims to real-world conditions, such as urban smog or air quality levels. Beauty brands are in turn responding to this growing demand by launching new anti-pollution products that take a clear and direct approach to reduce the possible effects of pollution.

**Number of skincare products with anti-pollution claims:**

<table>
<thead>
<tr>
<th>Type of Pollution</th>
<th>Number of Skincare Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Pollution</td>
<td>23%</td>
</tr>
<tr>
<td>Outdoor Pollution</td>
<td>77%</td>
</tr>
</tbody>
</table>

**Effects of pollution on skin:**

- **A** | Skin barrier alteration  
- **B** | DNA damage  
- **C** | Protein damage  
- **D** | Lipid damage  
- **E** | ROS production  
- **F** | Cell defense activation  
- **G** | Detoxification  
- **H** | Skin tone  
- **I** | Wrinkles/lines  
- **J** | Early signs of skin ageing  

**Four approaches to anti-pollution:**

1. **Clean**
   - Reduce dust, dirt impurities
   - Oil-control, anti-dullness
   - Cleaning, anti-acne, anti-bacterial

2. **Protect**
   - Treat the skin with anti-pollution products
   - UV-blocking, whitening
   - Detoxifying, anti-dullness

3. **Repair**
   - Repair the skin barrier
   - Strengthen the skin
   - Cell defense and detox

4. **Strengthen**
   - Enhance skin self-recovery
   - Cell defense and activation
   - Firming, smoothing

**GENENCARE® OSMS PRO: The next protection**

- **Environmental pollution**
  - GENENCARE® OSMS PRO: A unique combination of pure osmolytes and amino acids which help the skin by:
    - Protecting against oxidative stress
    - Controlling to skin desynchronization
    - Improving the skin barrier function

- **Types of pollution:**
  - Indoor pollution: Plant spores, dust, tobacco smoke, black carbon
  - Outdoor pollution: Vehicle exhaust, pollution, vehicle emissions, pollution

**Source:** Mintel/DuPont

For study results, formulation and more information please visit: bioscience.dupont.com/personalcare