

# Sunscreens Designed and Validated by Consumers to be “Invisible on All Skin Tones”

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All authors are employees of Johnson & Johnson Consumer Inc.

# BACKGROUND & METHODOLOGY

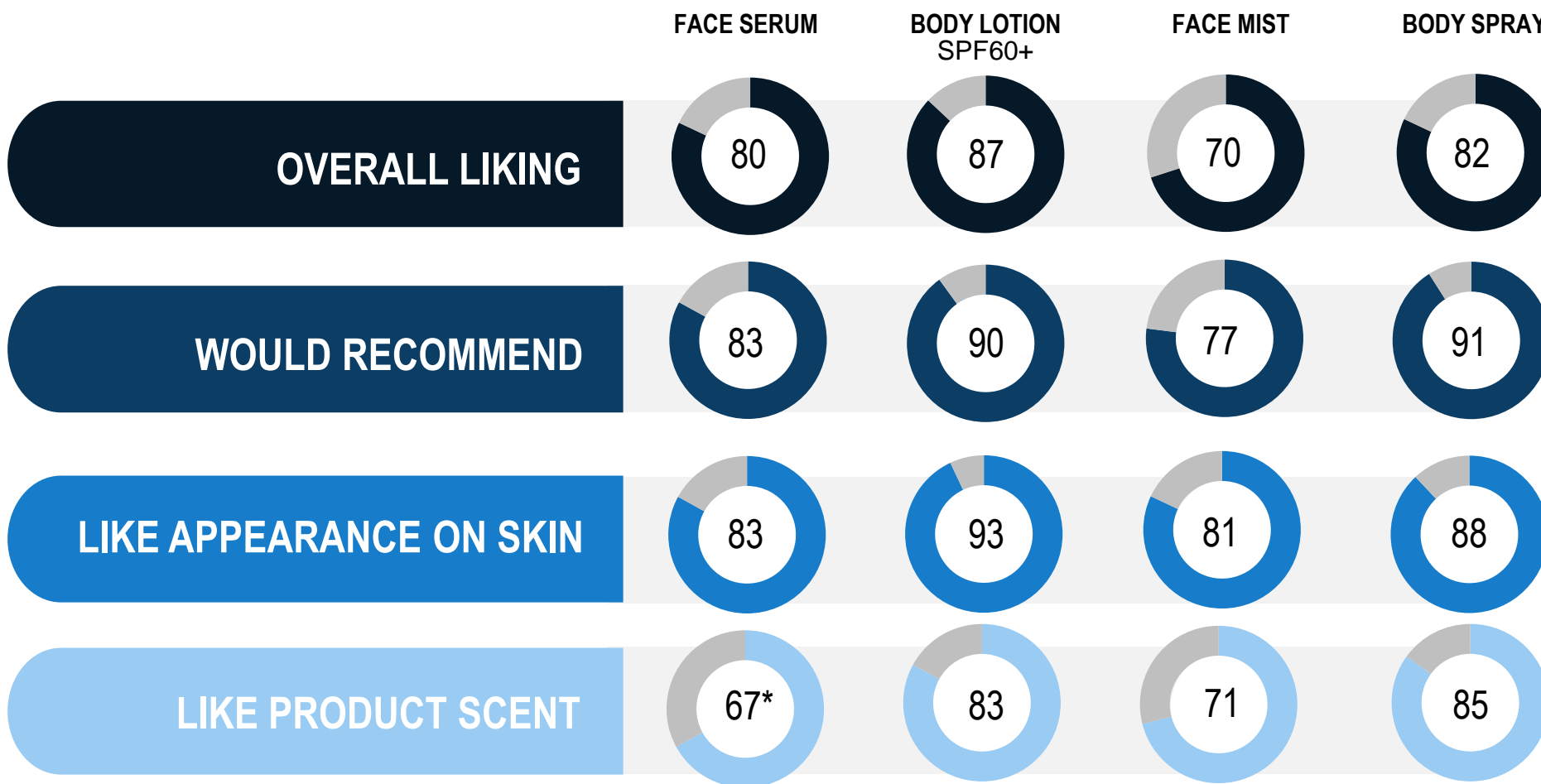
## BACKGROUND

- Consumers are constantly looking for more from their sun care products, thus a sun protection platform was created to expand the definition of protection beyond sun to total defense from the environment and to provide **truly invisible protection**.
- The platform contains **5 different products** that are all currently pending patent. The platform contains SPF 30 and SPF 60+ body lotions, an SPF 60+ face serum, an SPF 50 face mist, and an SPF 60+ aerosol body spray.
  - The body lotions and face serum utilize a **combination of polymeric emulsifiers** that allows for an **elegant break on skin and fast rub-in**.
  - The face mist utilizes a specific **combination of silicones and ethanol** to remain a **transparent** solution.
  - The aerosol formula while already transparent contains a **synergistic film-forming system to boost protection**.

## METHODS

- In a **blinded one-week, four-cell monadic home use test**, consumers nationwide tested four of the products (SPF 60+ body lotion, face serum, face mist, and aerosol body spray) to understand the overall appeal of each product and validate consumer perceptual claims for the product line including the **key claim "invisible on all skin tones"**, a core innovation strategy for the sunscreen category.
- Each product was tested with 100+ consumers representing **all Fitzpatrick skin types (I-VI), ethnicities, and races**.

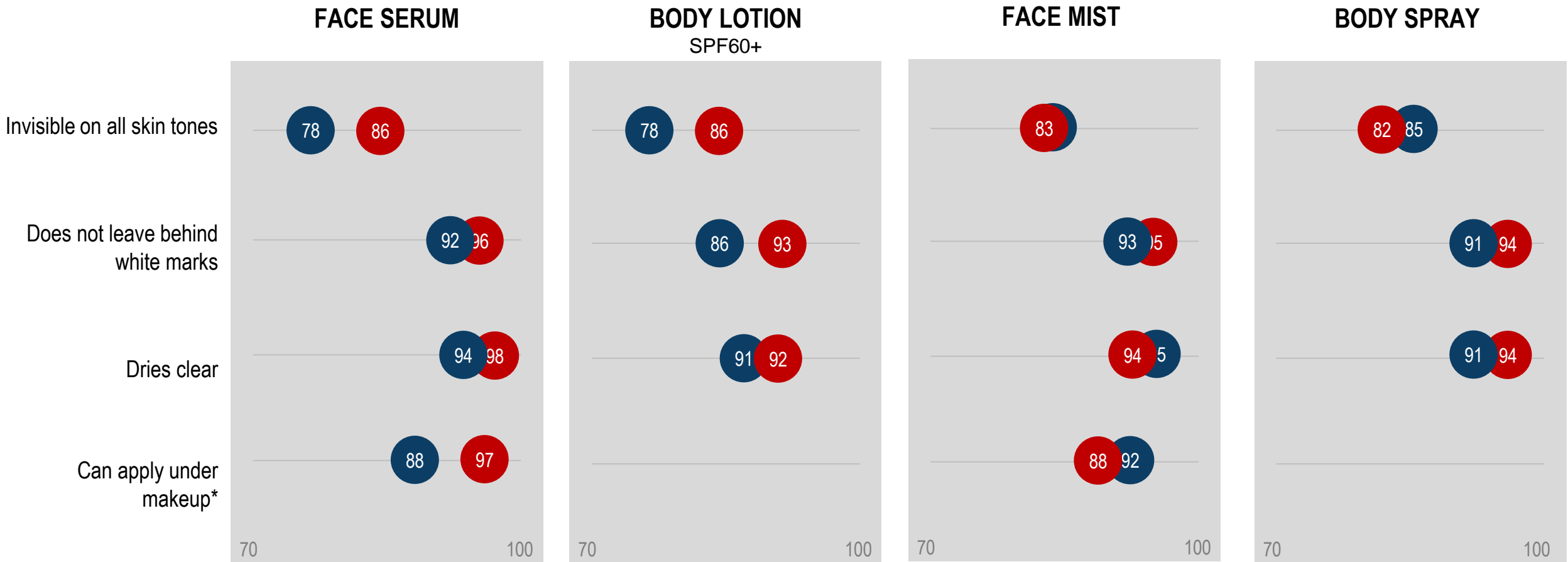
# RESULTS: Products Win Consumers' Approval



“  
This is the best sunscreen ever, my new GO TO! It didn't leave my skin greasy, just moist & didn't dry out my skin to a white chalky mess. I'm totally hooked on this stuff. The smell is light, crisp & clean. It is truly the best sunscreen that I have ever used!  
-Research Participant

Scores shown are % Top 2 Box on a 5 point scale for each question.  
Sample sizes: Face Serum (100), Body Lotion (162), Face Mist (220), Body Spray (184)  
\*face serum was unscented

# RESULTS: Consumers with light *and* dark skin strongly agree with skin tone claims



Scores shown are % somewhat/strongly agree with each statement.  
 Sample sizes (Fitzpatrick Types I-III / Types IV-VI): Face Serum (50 / 50), Body Lotion (78 / 84), Face Mist (111 / 109), Body Spray (88 / 96)  
 \*question only asked for face products

- Fitzpatrick Skin Types I-III
- Fitzpatrick Skin Types IV-VI

# CONCLUSIONS

Consumer testing validated the key claim of **“invisible on all skin tones”** for all formulas in the Invisible Daily Defense product line.

This innovation creates new potential for the sunscreen category by eliminating the common issue of white casts and chalky residues. Strategic emulsifier, silicone, and film-former selections enabled this “invisible” sun protection.