

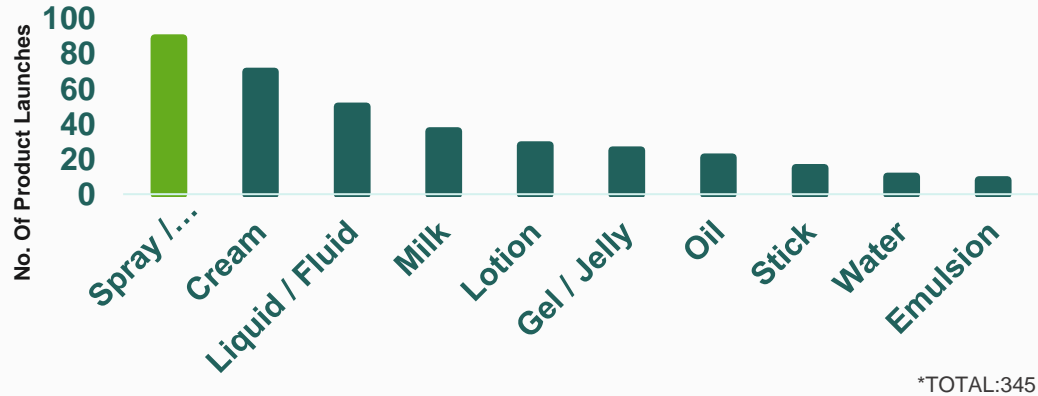


# Market trend: Sun Care Spray SPF 30

La Costa Brava: travel light, protect right



Top 10 format and textures in Sun product launches in Spain (2019-2024)



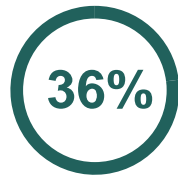
## Time/Speed



% Growth 2021-2024

Spray sun Care launches claim to have a time/speed claims such as fast absorption in Spain

## Beauty Enhancing



% Growth 2021-2024

Sun Care launches claiming to have a Beauty Enhancing claim additional to sun care such as moisturization in Spain

## Convenience



% Growth 2021-2024

Spray sun Care launches claiming to have a convenience claims such as easy to use in products in Spain



\*GNPD. Mintel search Sun Care in Spain 2019-2024



# Sun Care Spray SPF 30

UV-DE-24-ND-0086-003

Achieve effortless daily sun protection with a light and easy-to-apply SPF 30 formula that seamlessly blends into the skin

# BTC





Chemical Distribution

A brand of BASF – We create chemistry

## Main Claims:

- Alternative to silicones.
- Keep skin moisturized while protecting.
- Non-Greasy formula that absorbs quickly.
- Lightweight and portable for on-the-go use.
- Suitable for EcoSun Pass\*\* certified. 237

## Product Highlights:

-  **Emulgade® Verde 10 MS**  
Versatile green, robust and flexible emulsifier based on 100% renewable feedstocks which provides enhanced stability in O/W creams.
-  **Uvinul® A Plus-Powder**  
The only photostable UV-A filter on the market for reliable and long-lasting protection. Efficient shielding against UVA radiation, easy achievement of EU recommendation (UVA-PF/SPF  $\geq 1/3$ ).
-  **Cetiol® Sensoft**  
The very light, “happy” emollient with multifunctional softness. Derived from approximately 50% natural, renewable feedstocks and readily biodegradable, alternative to silicones.
-  **Verdessence® RiceTouch**  
100% plant based sensory powder with small particle size provides powdery smooth skin feel and mattifying effect

## Market trend:



\*GNPD. Mintel search Sun Care in Spain 2019-2024

\*\* Environmental Evaluation of Sunscreen Products





