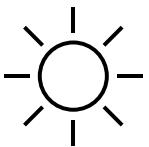


The Science of Sunscreen

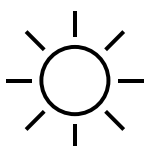
Presented by:
Menas Kizoulis
Director, Scientific Engagement





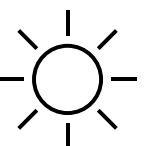
9,500+ people will be diagnosed with skin cancer today.¹

Skin cancer is the most common form of cancer in the U.S. and worldwide.¹



More people are diagnosed with skin cancer each year in the U.S. than all other cancers **combined**.¹

1 in 5 Americans will develop skin cancer by the age of 70.¹



Cases of melanoma have **increased 44%** in the last 5 years.¹





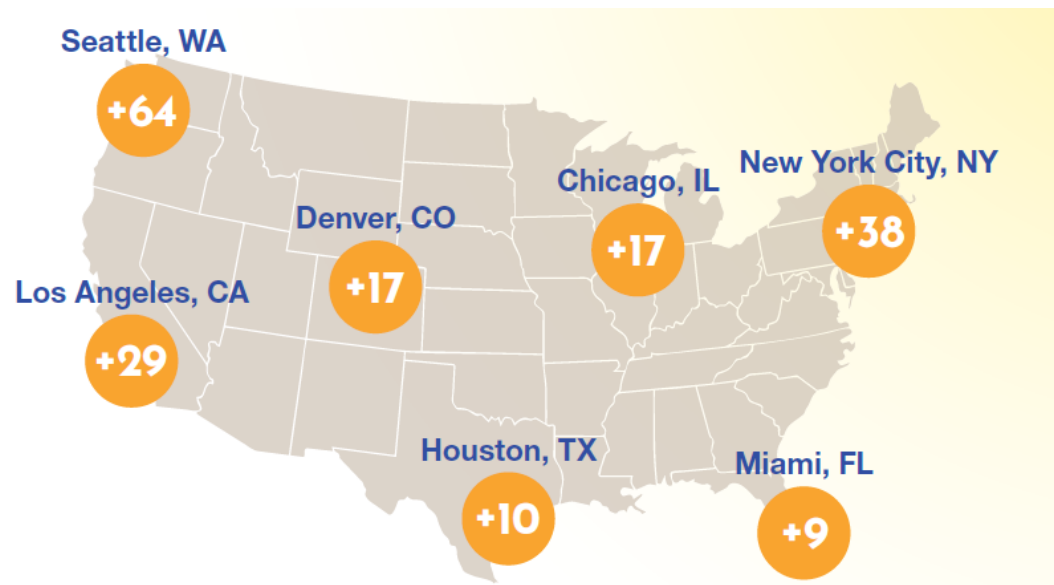
Daily sunscreen use can cut the incidence of melanoma in half.

But less than 40% of households
purchase sunscreen.

¹ Source: <https://www.aad.org/media/stats-skin-cancer>

As UV intensity increases, there is a greater need to ensure that the public practices sun safe behaviors

Increase in Annual Very High UV Index Days:
UV Index (>8) Days in 2017 compared to 1997



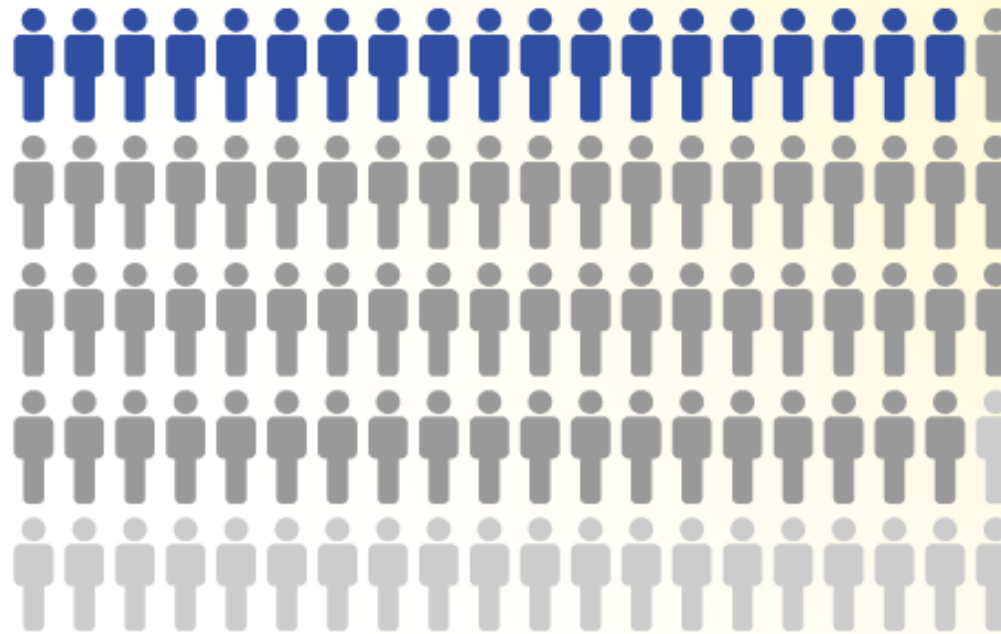
75% of U.S. cities experienced
100+ Days of Very High UV Index in 2017

Days of Very High UV Index (>8)	# of US Cities*
200+days	7
150-199	14
100-149	22
50-99	13
0-49	1

* Based on data from 57 U.S. cities found in database of National Oceanic and Atmospheric Administration Center for Weather and Climate Prediction

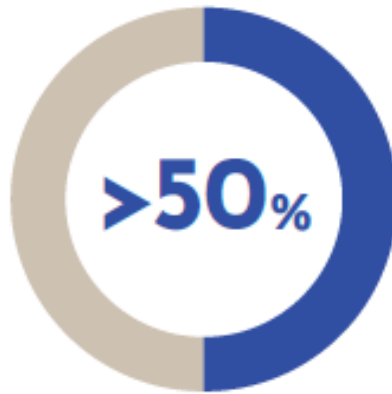
Sun safety awareness may not translate to sun safe behavior

79% of the general population say they wear sunscreen—but only **19%** wear it daily¹



- While 84% of the general population believes that sun exposure is the major cause of skin cancer, 44% had a sunburn in the last year¹

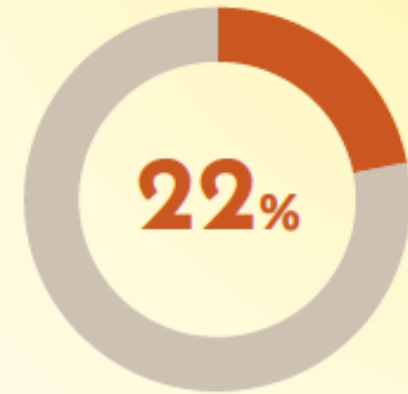
People don't wear sunscreens for many reasons.



Over 50% believe they aren't exposed to the sun enough to need sunscreen^{1*}



15% don't like how sunscreen feels on their skin^{1*}

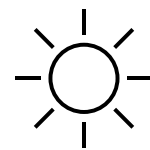


22% believe their skin type doesn't burn easily^{1*}

*American consumers surveyed online by Dynata on behalf of RealSelf from March 13-19, 2020, among 1997 US women and men aged 18 and older.

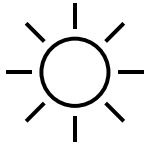
Reference: 1. 2020 RealSelf Sun Safety Report. RealSelf website. <https://www.realslf.com/news/2020-realslf-sun-safety-report>. Published May 1, 2020. Accessed April 8, 2021.

Neutrogena®



**All ethnicities and
skin tones can
sunburn.**

Neutrogena®



Sun care needs differ by:

Seasons

Activity

Time of Day

Melanization of Skin

Sun Sensitivity

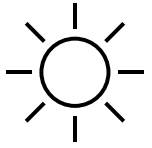
Neutrogena®





The Science of Sunscreen

Product developers must consider both sunscreen aesthetics & performance



What is the best sunscreen?

The best sunscreen is the one you will use **regularly and as recommended.**

Neutrogena®



Key formulation attributes



- **Stability**

ensure sunscreens don't break down

- **Solubility**

formulate sunscreens to peak efficiency

- **Aesthetics**

additional formulation components to improve aesthetics

- **Application**

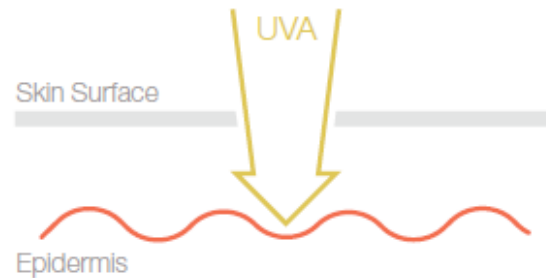
sunscreens are uniform and set on skin

- **Film on skin**

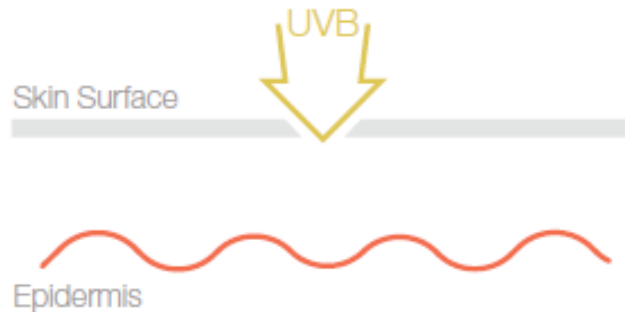
resulting film allows optimal UV interaction with sunscreens

It starts with SPF and ultraviolet rays

- **UVA rays (or aging rays)** deeply penetrate the skin and can also penetrate glass. While UVA rays are primarily thought of as the main causes of long-term skin damage such as wrinkles, they also play a role in skin cancers. UVA rays are always present, no matter the weather or season.



- **UVB rays (or burning rays)** are more energetic than UVA rays, and are the main causes of sunburns and skin cancer.



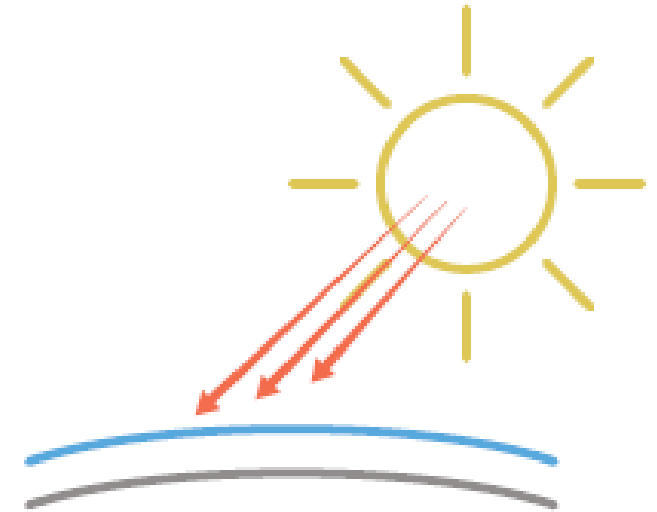
A broad-spectrum sunscreen protects you from both UVA and UVB rays.



Mineral vs. Chemical: It's a matter of personal choice



MINERAL SUNSCREENS
Reflect and Absorb
UVA and UVB



CHEMICAL SUNSCREENS
Absorb
UVA and UVB

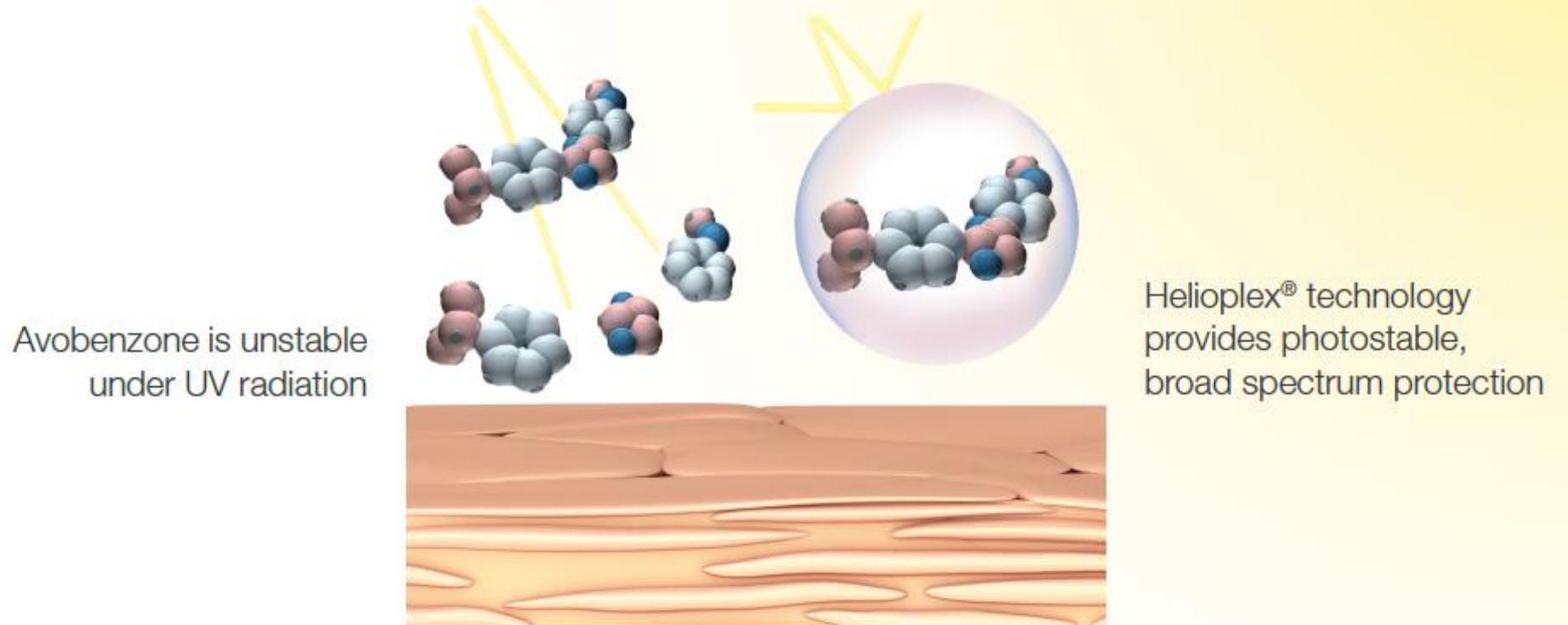
The formulators toolkit

- Many sunscreen products use a combination of active ingredients. That's because each active ingredient protects the skin from a specific wavelength in the UV spectrum.
- Having access to a variety of ingredients allows for formulations that provide broad spectrum UVA/UVB protection, in a diverse range of product forms and aesthetics.



Helioplex[®] technology mechanism of action

Superior technology and aesthetics protect patients against the harmful effects of UV radiation¹



Neutrogena[®]

Reference: 1. Cole C et al. Poster presented at: the 64th Annual Meeting of the American Academy of Dermatologists; March 3-7, 2006; San Francisco, CA.

Neutrogena® Invisible Daily™ Defense

Photoprotection made for all skin tones



Consumers of all Fitzpatrick skin types strongly agreed product was aesthetically pleasing*

- **86%** types IV-VI† agree – lotions are invisible on all skin tones
- **93%** types IV-VI† agree – lotions don't leave behind white marks
 - Helioplex® technology for superior UVA/UVB protection
 - Enriched with antioxidants to help fight environment aggressors like pollution¹
 - Lotion and Face Serum provide hydration throughout the day

*Quantitative monadic home use test (HUT) research with US consumers to substantiate claims for an invisible protection skincare platform.
†Fitzpatrick skin types IV-VI.

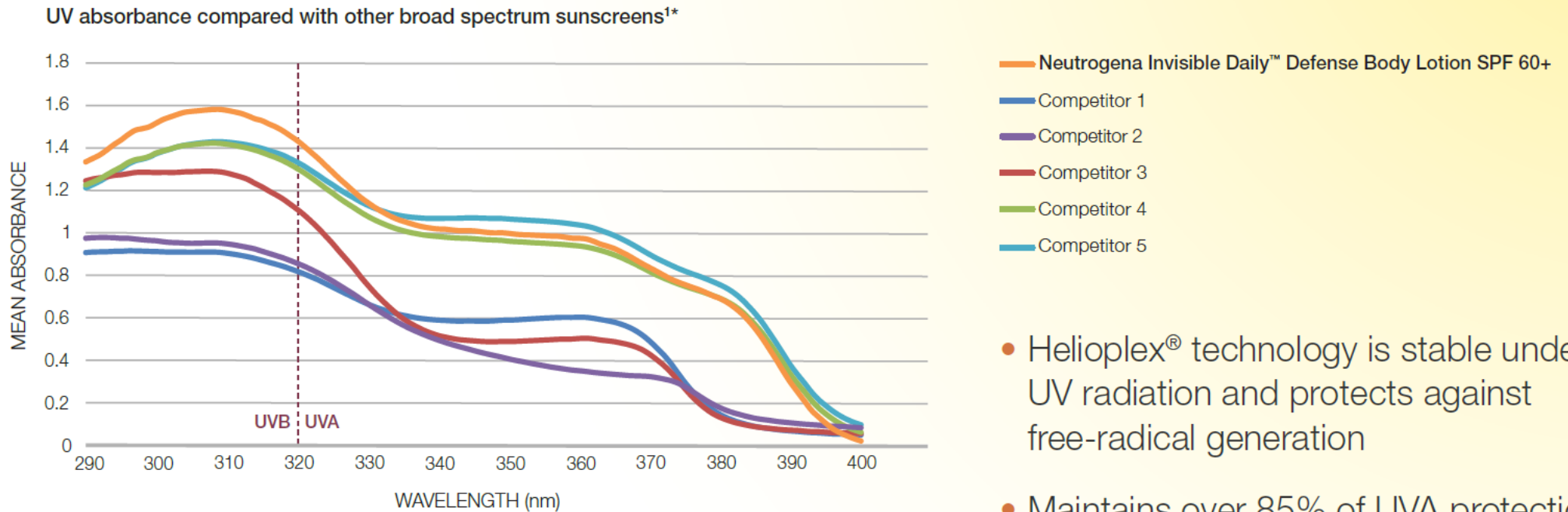
Reference: 1. Data on file. Johnson & Johnson Consumer Inc.

Neutrogena® Invisible Daily™ Defense

Photoprotection made for all skin tones



Helioplex[®] technology provides powerful, broad spectrum UV protection



- Helioplex[®] technology is stable under UV radiation and protects against free-radical generation
- Maintains over 85% of UVA protection after 5 hours (simulated UV irradiation levels approximating 5 hours of midday sun exposure)¹

¹in vitro absorbance spectra measured from products applied at 0.75 mg/cm² on polymethylmethacrylate substrate (n = 3).

Reference: 1. Data on file. Johnson & Johnson Consumer Inc.

All third-party trademarks used herein are registered trademarks of their respective owners.

Sheer Zinc Stick – less whitening compared to a leading competitor mineral stick^{1*}



3.8x less whitening on all skin tones*

Sheer Zinc Stick—application advantages over a competitor

- 14% more sunscreen was applied after 3 swipes¹
- 33% less effort to apply¹

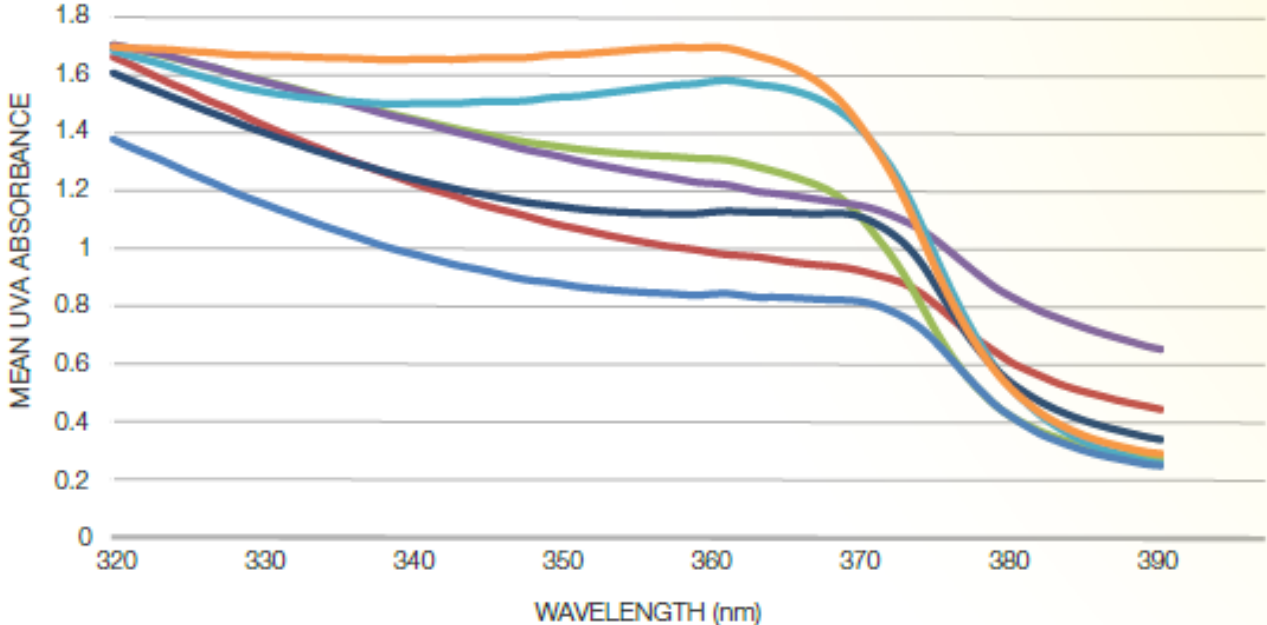
Sheer Zinc Stick can help drive patient usage, favorability, and compliance.

* Average study results across all skin tones vs Baby Brand SPF 50+ Sunscreen Stick.

Reference: 1. Data on file. Johnson & Johnson Consumer Inc.

Broad spectrum protection that's gentle on all skin types

Formulated with Purescreen® technology to deliver superior protection against harsh UVA rays^{1*}



Neutrogena Sheer Zinc® Mineral Sunscreen Broad Spectrum SPF 50

Competitor sunscreen products



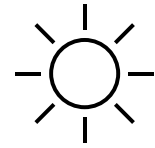
THE NATIONAL ECZEMA ASSOCIATION
SEAL OF ACCEPTANCE

Neutrogena® sunscreens with Purescreen® technology have been awarded the NEA Seal of Acceptance, which recognizes products for use by persons with severe sensitive-skin conditions and that have satisfied the NEA Seal of Acceptance criteria.

*in vitro absorbance spectra measured from products applied at 0.75 mg/cm² on polymethylmethacrylate substrate normalized to label SPF (n = 3).

Reference: 1. Data on file. Johnson & Johnson Consumer Inc.
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At Neutrogena[®], we are committed to providing suncare for all.

The best sunscreen is the sunscreen you will wear.

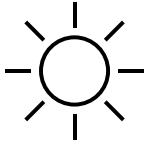
Neutrogena[®] sunscreens provide broad spectrum protection and pleasing aesthetics for all skin types & tones.

Neutrogena[®]

Driving Education & Advocacy



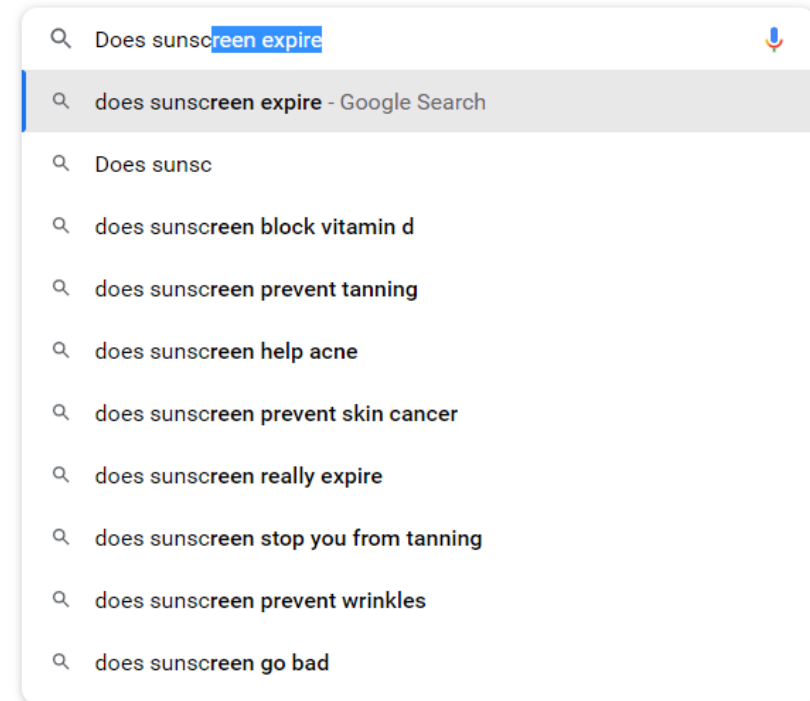
Neutrogena®

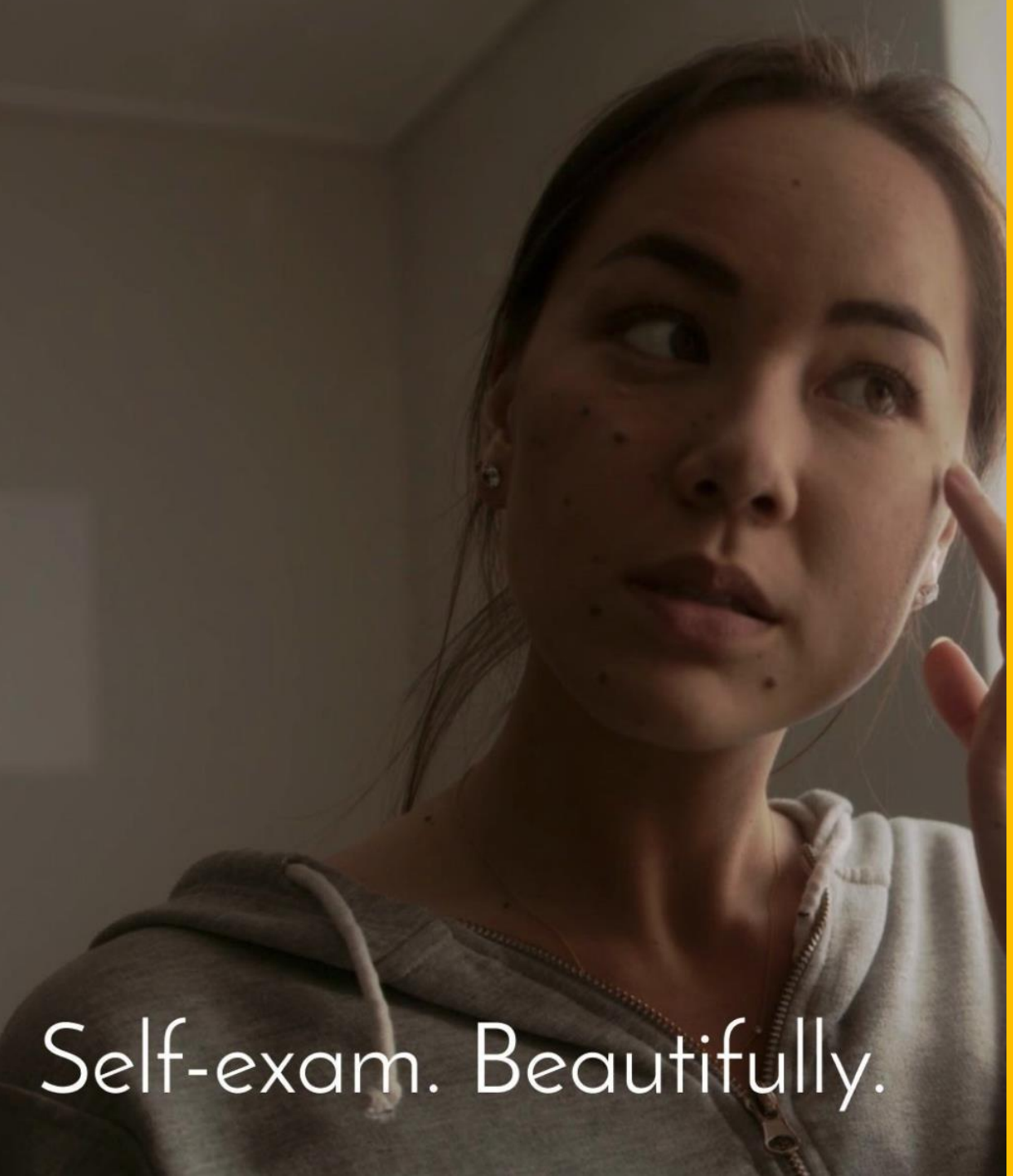


Sunscreen is a confusing topic.

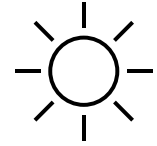
Demystifying key questions will help drive greater compliance.

Neutrogena®





Self-exam. Beautifully.



**Innovative thinking is
required to drive true
behavior change.**

Neutrogena®



In the **SUN**

FROM EXECUTIVE PRODUCER KERRY WASHINGTON

THIS FILM COULD SAVE YOUR LIFE.

Moving people to think differently about sun protection and skin cancer

In the Sun looks at skin cancer journeys of seven families – and has shown to motivate changes in beliefs/awareness among viewers

Before watching the film:

- 27% of viewers knew that skin cancer is more prevalent than all other types of cancer



After watching the film:

- **93%** said they are more aware of the dangers of skin cancer
- **82%** said they would have their skin checked by a medical professional
- **89%** said they are more likely to wear sunscreen consistently and 90% said they would encourage others to do the same
- **85%** said they are more likely to do a self exam



In the
Sun

Neutrogena®

Hydro Boost

water gel lotion sunscreen
lotion écran solaire hydro-gel

SPF • FPS

50

oxybenzone free • sans oxybenzone

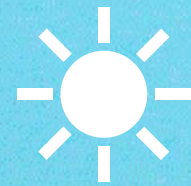
broad spectrum UVA/UVB
water + sweat resistant (80 min)
quenches skin with hydration
non-greasy, won't clog pores

protection UVA/UVB à large spectre
résiste à l'eau + à la sueur (80 min)
désaltère la peau et l'hydrate
non grasse, n'obstrue pas les pores

HYALURONIC ACID
ACIDE HYALURONIQUE

DIN 02496585

88 mL



Thank you.

Neutrogena®