NOVEL SUNSCREEN PROTECTION ACTIVE AGENT BASED ON INTERCALATED NANO-LAYERED COMPOSITE

TECHNOLOGY DESCRIPTION

The technology is a sunscreen protection formulation with long lasting UV protection to decrease exposure towards the harmful rays.

TECHNOLOGY FEATURES

It is a non-greasy formulation of EUS and confers broad spectrum of protection. This technology encapsulates organic UV rays absorbents within the interlayer region of layered double hydroxide (LDHs). It increases photo-stability of the sunscreen and decreases formulation release into the skin. This technology is designed to provide a broad coverage and has a long shelf life due to the stabilization of photodegradable absorber. Inorganic host in the sunscreen limits photo-carcinogenic activity of UV-absorbers
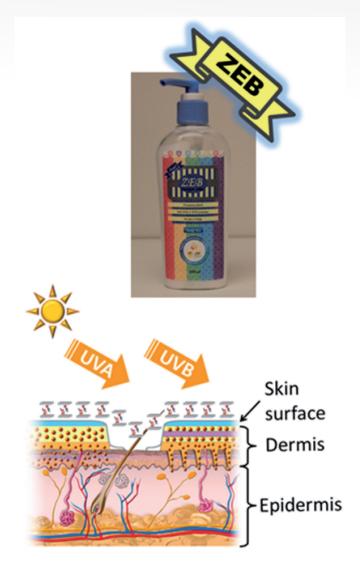
ADVANTAGES

- Increased photo-stability
- Decreased release from formulation to skin
- Prevents direct contact with skin while maintaining UV-ray absorbing properties of the active agents.

INDUSTRY OVERVIEW

Prospect: Sun care market

Sun care looks to set to see a CAGR of 1% in constant value terms in 2013. Consumers in Malaysia are gradually becoming aware of the risks associated with long term sun exposure, such as the potential of skin cancer. A growing prospect segment would be the young parents in Malaysia, who tend to purchase sun care products for children or babies to protect them from harsh sun exposure. This may help to drive demand for sun care products during the next five years. GBA Corp Malaysia continued to lead sun care in Malaysia in 2012 with its Banana Boat sun care range, which was the clear leading brand in the same year. The company held a value share of 33% in sun care in Malaysia in 2012. Sun care categories include self-tanning, sun protection and aftersun products. Distribution of these products are through leading hypermarkets, supermarkets, convenience stores, chemists/pharmacies and even local independent grocers, particularly those located in beach holiday areas.

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