

State of Skincare

2020 Annual Review

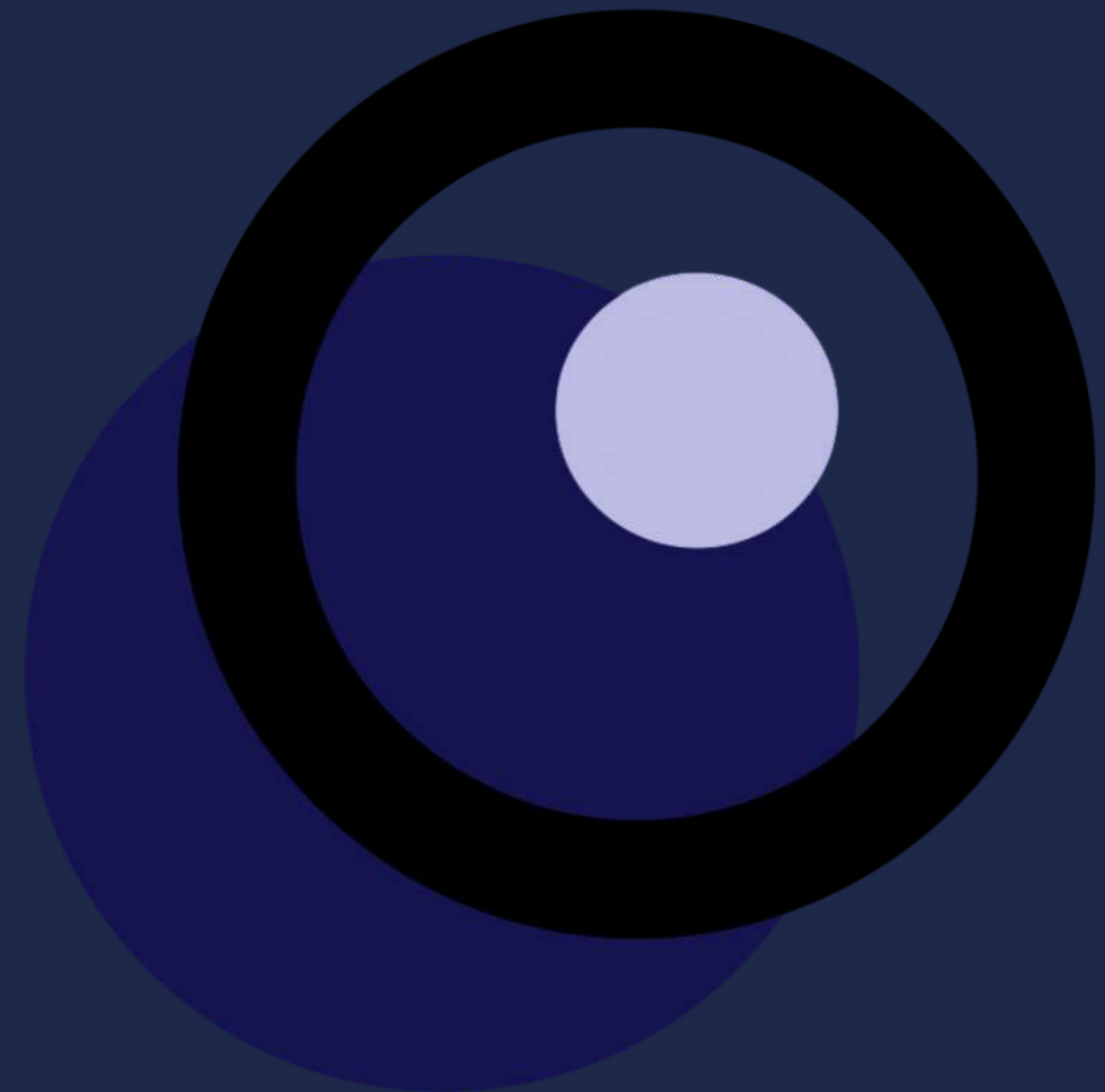


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Foreward

It goes without saying that 2020 was a year like no other, and this was equally true for skincare. Perhaps we visited a dermatologist via a tele-visit, watched a TikTok skincare tutorial or experienced 'maskne' for the first time. In the midst of these new realities, we saw new innovations, research and reports that give us reason to be excited for the future. This was certainly the case for new and meaningful research into skin and ultraviolet (UV) protection in 2020.

In 2020, it was projected that there were nearly 58 million Americans that were treated for pre-skin cancerous spots. In addition, nearly 200 thousand melanomas and 5 million new non-melanoma skin cancer cases are expected in 2021. Despite these staggering numbers, we also saw existing and new sunscreen brands emerge, expanded, inclusive marketing efforts and movements towards bettering the options available for all audiences looking to protect their skin.

It's these challenges, coupled with the impressive innovation, that have moved us to launch the first annual State of Skincare Report. Whether you are looking for a refresher in top skincare trends and research or you're interested in learning something new, this report provides a comprehensive summary of some of the most exciting consumer and research advances of 2020.

1

Take Your Vitamins - Especially B3

Niacinamide (a form of Vitamin B3) was one of the top trending skincare ingredients of 2020. It makes sense, with its smoothing and anti-inflammatory properties. However, there is also emerging evidence that it can do even more. New research shows Vitamin B3 may provide skin cancer prevention properties as well.



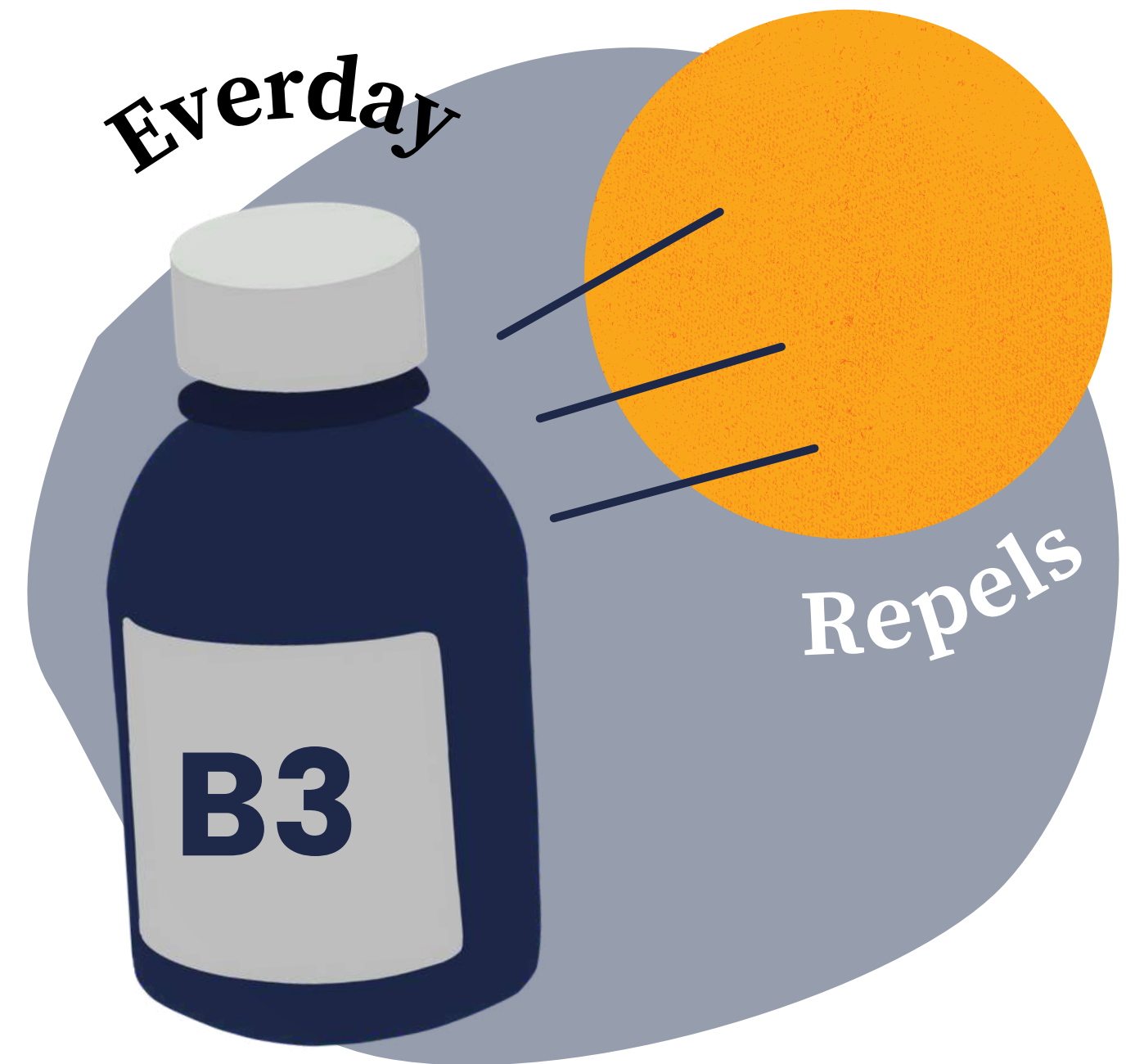
Many of us are looking for the best ways to keep our bodies happy and healthy. Perhaps we take a vitamin each morning or run a few more times each week. There is now evidence that some vitamins might be providing even more benefits than we initially expected. New research from Italy is having us reconsider the saying “an apple a day can keep the doctor away” with “Vitamin B3 can help keep the sun at bay.” That’s because this study complemented prior research, which shows that Vitamin B3, also known as niacinamide, may help in reducing your risk of skin cancer. How can a vitamin help with that? Truthfully, we are not fully sure yet. But in a lab setting, it shows great promise.

“An eating pattern rich in powerful nutrients provides an extra boost of protection when it comes to skin cancer prevention.”



***-Dr. Rajani Katta MD,
Dermatologist***

While the study does show promise for Vitamin B3, it also emphasizes that skin protection from Vitamin B3 is short-lived and to achieve best results, you should take the vitamin either everyday or every other day and combine it with other sun-protective measures. Further, there are several forms of Vitamin B3 that you can purchase; Niacinamide is, unfortunately, more difficult to purchase off the shelf. Be careful to not substitute it with niacin, which is an easier form of Vitamin B3 to obtain than niacinamide, as it can lead to flushing. While niacin flushing may be harmless, it can still be bothersome. If you're looking for a good online source, [here is a reliable shop to try niacinamide.](#)



Links to learn more

[European Academy of Dermatology and Venereology- Vitamin B3 protects skin cells from the effects of UV exposure](#), [Byrdie - Google's Top Trending Skincare](#), [Biomolecules-The Role of Nicotinamide in Cancer Chemoprevention and Therapy](#).

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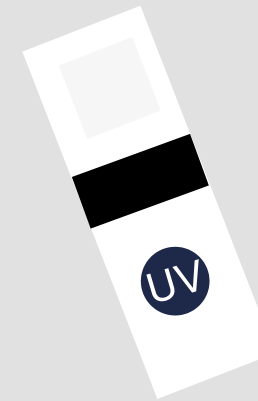
Men Aren't Using Sunscreen. But, They Might If...

For years, men have used sunscreen significantly less often than women. However, there are specific skincare product traits men prefer, and ones they do not; this new research may help in cracking the code.*



Prior to this study, there was such little research on men's attitudes and behaviors towards sunscreen products that went beyond "I don't like it". That's why new research on men's skincare attitudes stands out. It looks directly at what motivates men to consider wearing sunscreen on a daily basis. Even in 2020, men are 3x more likely to develop skin cancer as compared to women. So, what are some of the key drivers for men to use sunscreen? In terms of product characteristics, men were most concerned that the product would leave their skin feeling oily and more often preferred no scent compared to a strong or pleasant scent.

“Men are 3x more likely to develop skin cancer in their lifetime”



From a benefits perspective, the strongest reason men would consider wearing a sunscreen product consistently came as a bit of a surprise: not anti-aging or evening out their skin tone, but above all else – skin cancer prevention.

“I believe that promoting more combination skincare products such as moisturizer with SPF will make men more inclined to use sunscreen daily.”



***-Dr. Chris Tomassian M.D,
Dermatologist & Tik Tok Influencer***

*Our team conducted this peer-reviewed study to help further understand men’s motivations and behaviors towards skincare products to help promote daily SPF usage. See the study linked below for full findings and disclosures.

Links to learn more

[Journal of Drugs and Dermatology – Men’s Attitudes and Behaviors About Skincare and Sunscreen Use Behaviors](#)

3

Longer Lasting Sunscreen - It's Not Too Good to be True

In the near future, while you'll still need to slop on the SPF, you might have to do so only 1-2x each morning, even if outside all day long. While only in its initial phase of research, the initial results are promising.



Imagine you're out with friends at the beach, you're having a blast only to remember that it's been a few hours and you need to get out of the water and reapply your SPF. Your hands are sandy and it's just a pain. You're certainly not alone. Most people tend to under-apply the total amount of recommended sunscreen and also tend to not reapply as often as suggested, reducing its overall protection. A new product might be able to assist with the latter - reapplication compliance. Researchers from the Cleveland Clinic have developed a long acting sunscreen called Photosorb. It has a unique molecular structure called polyhydroxy fullerene, which allows it to stay intact longer compared to typical sunscreen ingredients. Because it does not break down as quickly with UV exposure, one application may allow any sunscreen to last 2x longer than typical sunscreens.

“Given the magnitude of this healthcare issue (skin cancer), it is exciting to see how this research may provide effective and longer lasting protection from dangerous sun exposure.”



-Dr. Barry Leshin

Links to learn more:

[Photosorb Polyhydroxy Fullerene Sunscreen](#)

Celebrities and Brands Leading the Charge with Inclusive SPF

Sunscreen certainly provides skin cancer prevention, but it can also do much, much more for all skin types. UV damage from both our computer screens and the sun might show up as hyperpigmentation, wrinkles and other forms of damage. In 2020, there were multiple new brands and celebrities paving the way for what sunscreen can and will for you.



This year, we continued to see several celebrities and skincare companies offering new SPF products that reached beyond traditional SPF markets. From Rihanna's release of her new Fenty line to Venus William's SPF release of 'Eleven', celebrities clearly see SPF as a market to be tapped. In parallel, long-standing SPF-forward brands such as Supergoop and new incumbents like Habit Skincare are redesigning what inclusive SPF can look like with new CC (color control or complexion corrector) cream and misting facial sprays, neither an easy feat to accomplish. But why all the focus on sunscreen? In addition to skin cancer prevention, sunscreen, especially a broad spectrum mineral sunscreen with SPF of 30+, can help prevent your skin from UV and blue light damage. Interestingly, you don't have to be outside to feel the effects of either one of those.

“Only 10% of Americans use SPF daily and in the US, Americans will only spend about \$2B in sunscreen this year (as compared to >\$15B in”anti-aging” products. This is a massive mis-investment. SPF has been marketed against a very narrow use case -- the beach -- for decades, but we now know SPF is important every day.”



-Tai Adaya, CEO Habit Skin

Simply sitting in front of a computer screen (blue light) or by a window (UV) will impact your skin. That's why wearing a daily sunscreen can, therefore, help prevent your skin from dark spots, wrinkles, hyperpigmentation and ultimately, yes, skin cancer.

“Everyone should care about the science of what we are putting on our bodies and in our environment because it’s our own personal health and well-being that we’re talking about. I believe that brands should take ownership over developing a deeper understanding of the ingredients they are using.”



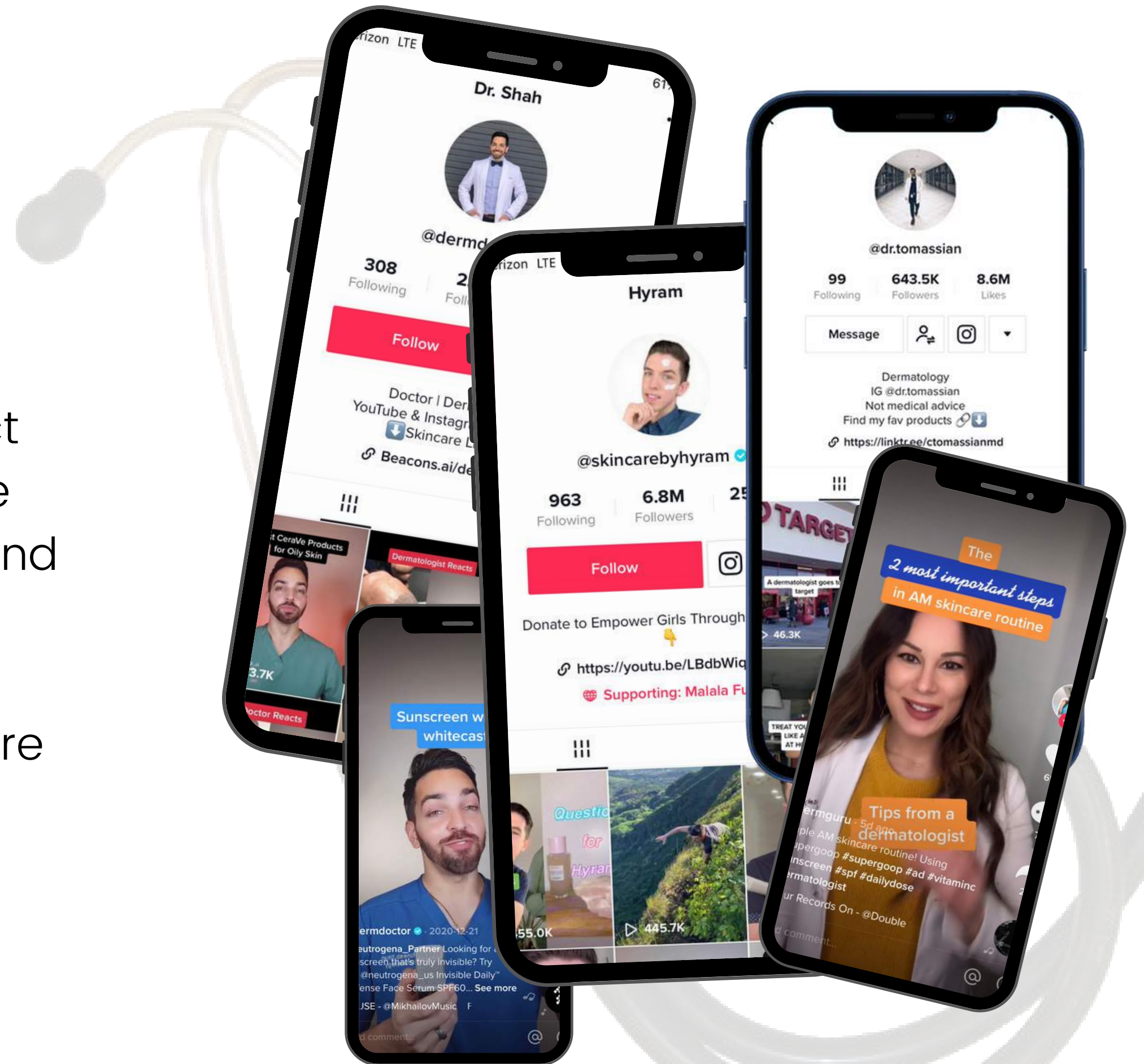
-David Spratte, CEO Carpe

Links to Learn More

[Rhianna - Fenty, Serena Williams - Eleven](#)

Docs Taking Over TikTok

By now, we all are aware of the impact social media can have. In the skincare realm, 2020 showed us that doctors and physicians are using social media to connect, teach and even debunk the worst and best of the at-home skincare solutions.



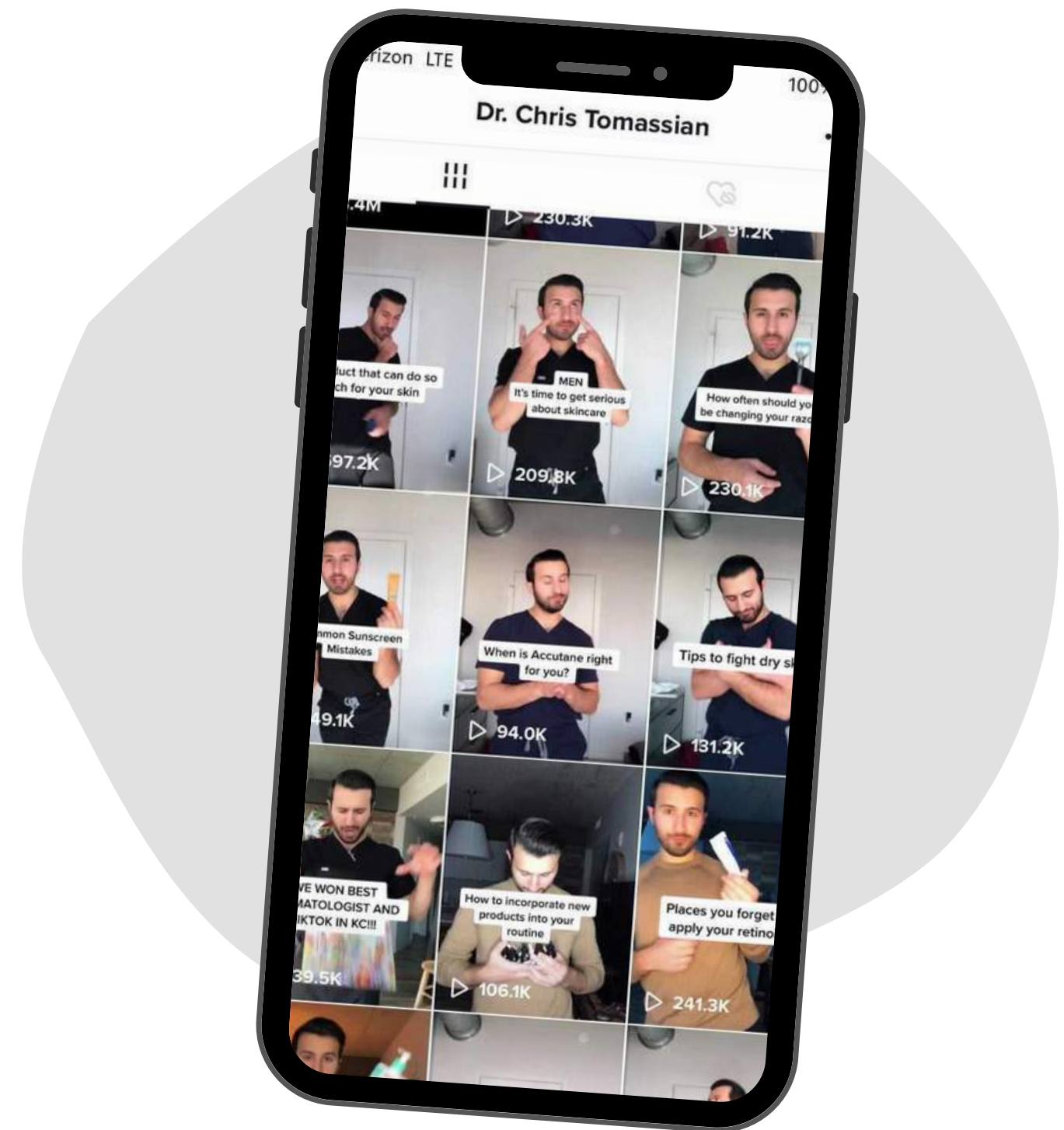
While most of us have at least seen a few TikTok dances, if not having participated in one ourselves, there is another side of the soaring social media app - skin care TikTok. Dermatologists such as Dr. Portela (@208skindoc) and Dr. Joyce Park (@teawithmd) have joined TikTok, expanding their bases to hundreds of thousands of followers who comment and follow along to their skincare video guidance. While these doctors are turning to Tiktok as a new way to engage with consumers, they're also covering everything from product tutorials, skin care myths and highlighting prominent brands, such as CeraVe and Cetaphil. These docs are joined by influencers like the Hawaii-based, Hiram (@skincarebyhyram), who are not necessarily medical professionals, but are highly knowledgeable, skincare enthusiasts.

“As a physician on platforms like TikTok and Instagram, I not only have the ability to debunk many harmful myths but also connect and educate with a much larger audience than my normal patient base.”



***-Dr. Chris Tomassian M.D,
Dermatologist & Tik Tok Influencer***

While information will always get taken out of context, we see Tik Tok as a platform for doctors to meaningfully engage outside of their offices. Plus, most skincare providers still encourage you to safely see your own dermatologist rather than trust what you watch or hear online. The biggest benefit we see from this trend? Tiktok provides greater access to skincare solutions for a broader audience, which seems like a win-win for everyone.



Links to Learn More


[Marie Claire - TikTok Has Become the Official App of Skincare Truthers](#)

Looking Beyond the Sun - Skin Cancer in Darker Skin Types

Skin cancer does not always result from sun exposure, especially in darker skin types. We know that people of color pass away from skin cancer at significantly higher rates than the general population. While there is still much research needed, we can state that social factors such as access to healthcare, broadened educational programs and resources are key to reducing unnecessary deaths in people of color.



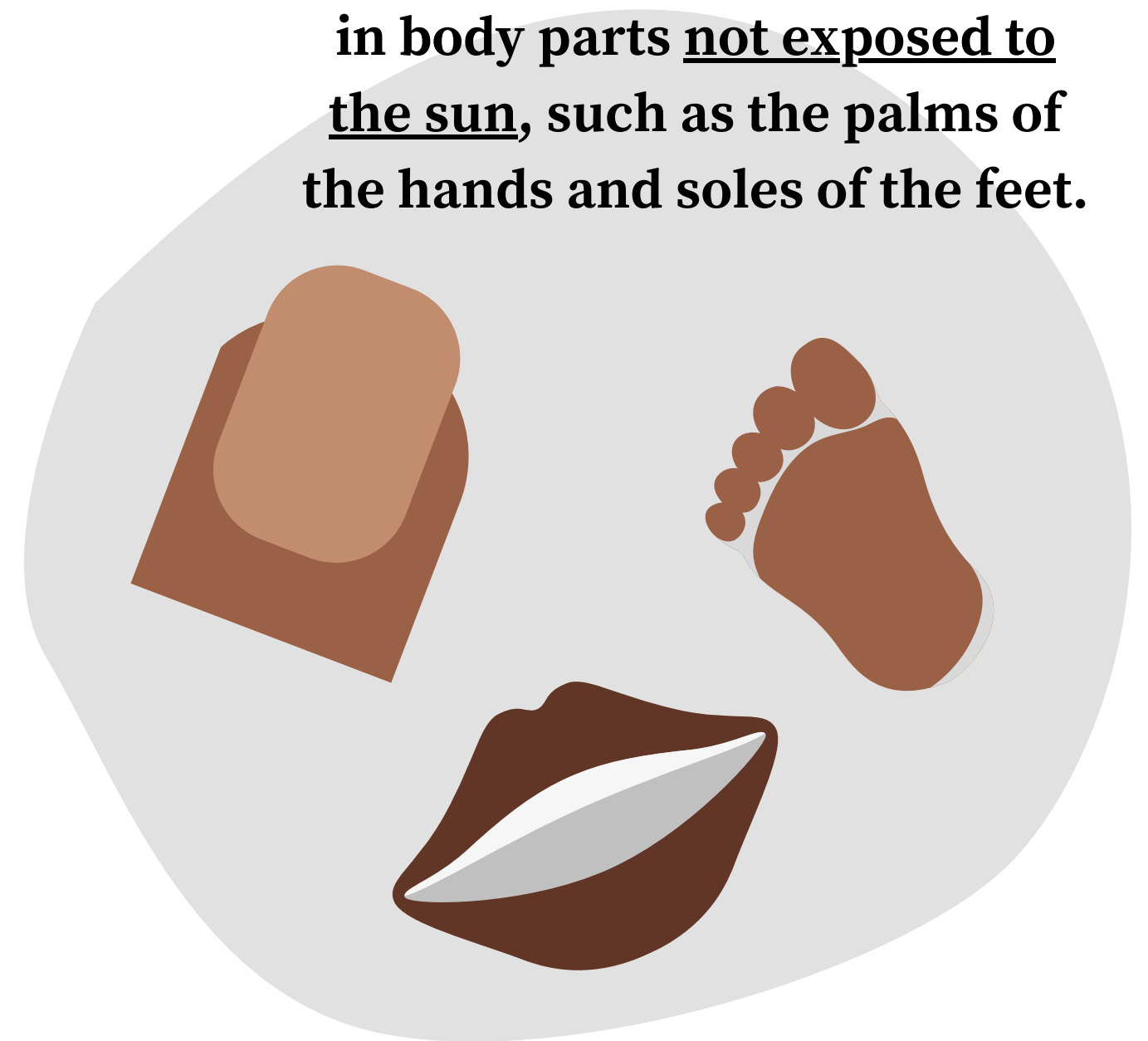
People with lighter skin types are known to have a much higher risk of contracting skin cancer. However, people of color - classifying as skin types 4-6 are not immune to skin cancer, including basal cell carcinoma, squamous cell carcinoma and melanoma. The relationship between melanoma, the most deadly form of skin cancer, and darker skin types stretches beyond UV exposure. While we know that the darkest skin colors can provide approximately an SPF of 13 - as a comparison, Caucasian skin provides protection of 3.3 - that story is incomplete. New research asked this exact question - How does UV damage contribute to the likelihood of darker skin types developing melanoma? This remains an important topic, considering that people of color die from melanoma at much higher rates than lighter complected individuals.



**5 million adults
diagnosed with skin
cancer annually**

More often, skin cancer in darker skin types is found in locations that have not been exposed to much sunlight, such as the nail beds, palms, soles and mucosal (groin and mouth) surfaces. While some melanomas in skin of color may result from sun damage, the [2020 study on melanoma and skin of color](#) emphasized that further "evidence is needed to inform meaningful recommendations regarding melanoma prevention.

Skin cancer in darker skin types is most commonly found in body parts not exposed to the sun, such as the palms of the hands and soles of the feet.



Links to learn more

[Journal of the American Academy of Dermatology-Racial and ethnic disparities in melanoma awareness: A cross-sectional survey,](#)
[Cancer Cytopathology - How dermatology is failing melanoma patients with skin of color](#)

Coral Reefs, Climate Change and Chemical SPF

Chemical sunscreens are not just impacting our bodies, they're impacting our environment as well. Nearly half a billion people depend on the coral reefs for food, income and protection, yet new studies show that chemical sunscreens, coupled with a rising UV index may be bleaching the reefs at alarming rates.



“If individuals are concerned about health or environmental safety of these [oxybenzone and octinoxate] chemicals, there are alternatives. Sunscreens containing zinc oxide or titanium dioxide are safe physical blockers of dangerous ultraviolet light. These ingredients are not absorbed into the bloodstream and newer formulations are becoming more widely embraced.”



-Dr. Barry Leshin

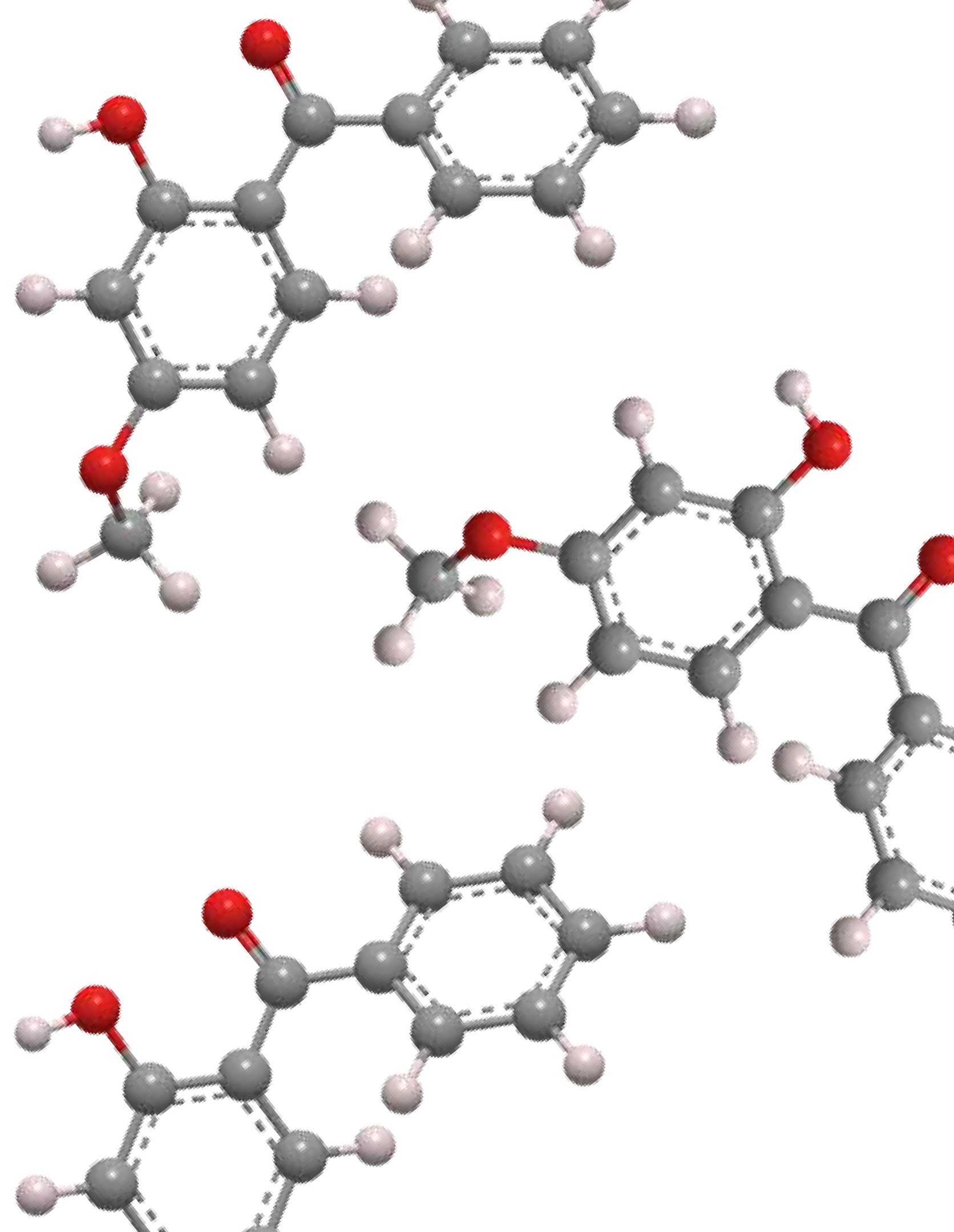
Sun protection today is more important than ever. But as we saw earlier, not all sunscreens are created equal. In addition to a stronger sun, we are also seeing the negative consequences of specific chemical sunscreens on our environment. So much so, that starting in January 2021, Hawaii will now ban any sunscreen containing oxybenzone or octinoxate chemical sunscreens in favor of mineral SPF products. More districts have followed Hawaii's lead, including Aruba, the Marshall Islands, the U.S. Virgin Islands, Palau and the city of Key West, Fla. Paying attention to what type of sunscreens we use and how we treat the planet are critical factors for our future and our environment.

Links to Learn More

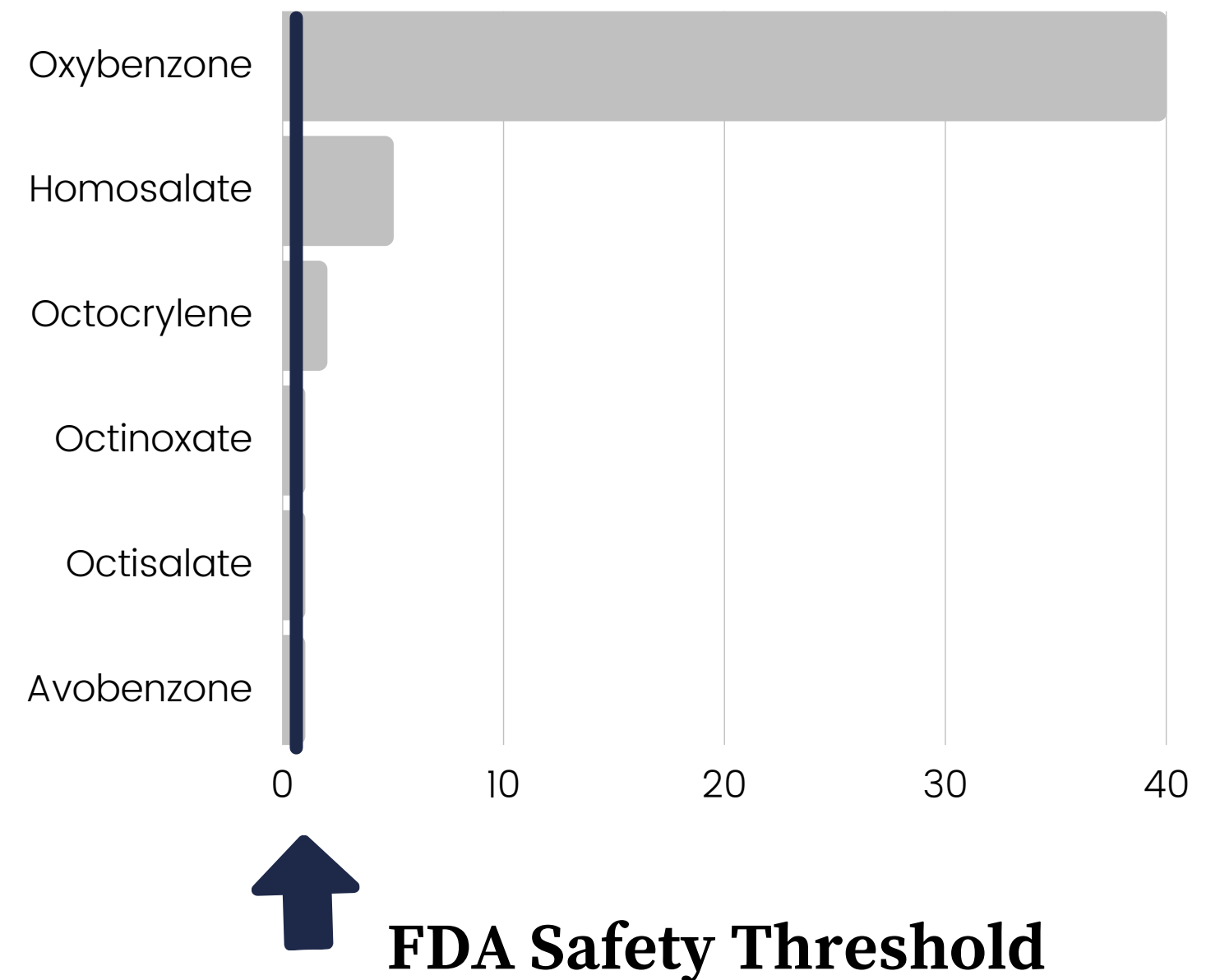
[ScienceDirect - The influence of climate change on skin cancer incidence – A review of the evidence](#), [StarAdvertiser - Hawaii Bills Will Bans More Sunscreens on the Island](#)

Chemicals Causing Chaos - Sunscreen in Our Bloodstream

Are chemical sunscreens safe for our bodies? In 2020 we saw that chemical sunscreens were being absorbed by our bodies at thresholds that are no longer considered GRAS – generally recognized as safe – by the FDA. If you want an option that is 100% GRAS according to the FDA, you'll want to stick with sunscreens that use zinc oxide and titanium dioxide, also known as physical or mineral blockers.



In 2020, the FDA announced the results from a study of systemic absorption of chemical sunscreens. In essence, they looked at how much of your sunscreen is being absorbed into your bloodstream. The study was following up on earlier reports, which found unsafe levels of common ingredients in chemical sunscreen in the blood: avobenzene, oxybenzone, octocrylene and ecamsule. These chemicals didn't stay in the bloodstream for a few days, but rather weeks after application. While the actual long-term effects of these ingredients are unclear, this study and the subsequent FDA reversal make zinc oxide and titanium dioxide the only 100% "GRAS" (Generally Recognized As Safe) ingredient options.



Links to learn more

[Effect of Sunscreen Application on Plasma Concentration of Sunscreen Active Ingredients, GETMR. - Mineral vs. Chemical Sunscreen](#)



About the Authors



Skinvest, Inc. (d.b.a GETMr.®) is a leading skincare provider focused on making skin care habits easier for men by providing innovative, safe skincare products and solutions. It's dermatologist led-team aspire to help more men live healthy long lasting lives.



Dr. Beth Goldstein is a board certified dermatologist for over 30 years. She specializes in the treatment of skin cancer, authors several topics for UpToDate, the leading evidence-based source of information for health care professionals world-wide, and is the CEO of a multi-site dermatology practice across North Carolina. She is also a proud mother of 3, grandmother of 1 and Chief Product Officer for GETMr.



Elianna Goldstein is the co-founder and CEO of GETMr. She is an avid skin health enthusiast, with experience in corporate venture capital, marketing, business development for Fortune 500 companies. Goldstein concluded a two year fellowship with Venture for America 2020 and graduated from UNC Chapel Hill in 2018.

Special thanks to the following contributors.



Dr. Barry Leshin has over 40 years of experience in the medical field having served as the immediate past president of the American College of Mohs. Dr. Leshin is also an Associate Professor of Dermatology at Wake Forest University.



Dr. Rajani Katta MD is a dermatologist, author, and clinical professor who is deeply committed to educating and empowering patients, students, and physicians. She is the author of "[Glow: The Dermatologist's Guide to a Whole Foods Younger Skin Diet](#)" and has authored 7 books as well as over 70 publications for medical journals and book chapters.



Dr. Tomassian is a dermatology resident in Kansas City, KS with 645.6K followers and 8.7M likes on Tiktok - @dr.tomassian



David Spratte is the CEO and co-founder of the startup Carpe (<https://mycarpe.com>), the leading provider of sweat control solutions for all areas of your body available on its website and CVS, Rite Aid, Target stores nationwide.



Tai Adaya is the CEO and founder of Habit Skin (<https://habitskin.co/>) a company that believes people, like fine wine, get better with age, so long as we keep ourselves healthy. Essential to our skin health is daily spf.

Additional thanks to Dr. Adam Goldstein, Research Director for GETMr.[®], Evan Berkowitch, and Raveena Panja



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