

FutureBridge

What is

Redefining sunscreen in a full-spectrum exposure world?

- Sunscreen is moving beyond static SPF products toward continuous, data-linked photoprotection systems.
- **L'Oréal UV Sense** and **La Roche-Posay My Skin Track UV** signal early adoption of real-time exposure tracking
- **Shiseido SynchroShield™** adapts protection dynamically to heat, sweat, and water exposure
- SPF is increasingly combined with actives targeting pigmentation, collagen loss, and oxidative stress
- Wearables and skin-tech are converging with beauty, enabling behavior-linked protection

Photoprotection is shifting from reactive application to predictive, personalized management.



What if

Sunscreen evolves to address total light exposure, not just UV?

Sunscreen is expanding into a full-spectrum, lifestyle-integrated system shaped by real-world exposure.

- Protection extending beyond UV into visible light, blue light, and infrared-driven damage
- Rise of invisible, no-cast, skincare-like formats enabling frequent, frictionless use
- Hybrid systems combining SPF + treatment actives for prevention and correction
- Early movement toward connected SPF ecosystems with tracking, nudges, and auto-replenishment

So, sunscreen is evolving into a full-spectrum, experience-led, and behavior-driven system.

What now?

The BIG questions

As sunscreen evolves in a full-spectrum exposure world, then...

- Will standards expand beyond UV to include visible light and cumulative exposure?
- Will brands compete on data, personalization, and ecosystem integration rather than filters alone?
- Will SPF move into a digital-health adjacent space with outcome-linked claims?
- Will adoption be driven by formats, sensorial experience, and habit loops over efficacy alone?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.