

# The Ordinary breaks back into sun care with new serum-textured SPF

## #223335

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Marketing   Sun Care

The Deciem-owned brand is returning to the sunscreen arena with UV Filters SPF 45 Serum – a new and improved SPF offering years after discontinuing its first sunscreen in 2023 due to consumer issues



The Ordinary is returning to the sun care market with a serum-textured SPF after discontinuing its debut cream sunscreen years ago due to consumer issues.

UV Filters SPF 45 Serum will launch on 6 May and is formulated with FDA-approved chemical filters, which the Deciem-owned brand said delivers a lightweight, high-SPF sunscreen that does not leave a white cast.

The skin care company originally made its debut into sun care back in 2018 with Mineral UV Filters SPF 30 with Antioxidants, but the product received mixed feedback.

With some consumers stating the product's mineral formula texture was too thick and others claiming it left a white cast, The Ordinary discontinued the product in October 2023 and went back to the lab to formulate a new sun protectant.

UV Filters SPF 45 Serum has been years in the making and taps into the serum boom, which is one of the fastest growing SPF formats.

"Sun protection is one of the most important steps in any skin care routine, so we never put to rest the idea of launching a new sunscreen," Rita Silva, Senior Manager, Scientific Communications and Brand Engagement at Deciem, told *Cosmetics Business*.

"Our previous formulation with a mineral, non-nano formulation... ultimately did not meet consumer needs.

"The best SPF is one that you will wear consistently and a serum-like texture makes for a more layerable product, encouraging consumers to incorporate it into their skin care routine on a daily basis.

"We were working on this [new] formulation for a long time, and we wanted to bring it to our community as soon as possible."

The Ordinary has stepped away from mineral filters in its new SPF, leveraging four FDA-approved chemical UV filters instead – homosalate, octisalate, octocrylene (providing UVB protection) and avobenzone (providing UVA protection).

The brand said with these filters it has been able to achieve a lightweight and white cast-free finish which is compatible with other make-up and skin care products.

"Organic (chemical) UV filters are carbon-based molecules, which absorb harmful UV radiation and convert it into harmless energy, primarily heat," said Silva.

"These molecules contain electrons that absorb UV light, become excited, and release energy to return to a stable state, repeating this process to protect the skin.

"In contrast, inorganic (mineral) UV filters, such as zinc oxide and titanium dioxide, lack carbon atoms, and both absorb and scatter UV radiation.

"Their unique band-gap structure allows them to absorb a wide range of UV light, releasing energy as heat or lower energy light, while also scattering some UV rays (5% to 10%).

"There is a prevalent myth that mineral filters work by exclusively reflecting and scattering all UV light, but this is not the case, and has been disproven in literature."

The Ordinary's UV filter number is also a talking point, going against the grain of the traditional numbers of SPF 30 and SPF 50.

"A product's SPF value is not chosen, but rather calculated by considering the time it takes for skin to turn red when exposed to UV light – with sunscreen versus without sunscreen," said Silva.

"When our product underwent testing, the SPF value that it achieved was SPF 45, which is estimated to absorb only 0.2% less UVB radiation than SPF 50.

"Additionally, this product provides broad spectrum protection, with a UVAPF rating of PA++++."

The product has been found to achieve broad spectrum protection – a level of defense across both UVA and UVB rays – and is suitable for all skin types, including sensitive.

UV Filters SPF 45 Serum costs £15.80 for 60ml and will be available to buy on The Ordinary's website on 6 May.

It will then be available to purchase at other retailers from 29 May.

However, due to regional requirements, The Ordinary's UV Filters SPF 45 Serum will not be available in Australia, Canada, China, Japan, New Zealand or South Korea.

"Regulations continue to be the biggest challenge that the industry faces when working on sun care formulations," explained Silva.

"They are necessary, of course, as exposure to UV radiation is a known cause of skin cancer, and the health of consumers should be a top priority.

"However, differences in regulations from one territory to another mean that one formulation may not reach multiple countries without a reformulation or additional testing.

"Due to these regional requirements, our new UV Filters SPF 45 Serum will not be available in Australia, New Zealand, Canada, South Korea, China and Japan."

The brand is "actively working" on a different formulation that it hopes to bring to its home country Canada in the future, "tailored to the specific needs of that market," added Silva.

This is not the first time The Ordinary has taken direct action on community feedback.

In February, the skin care brand brought back its Serum Foundation two years after discontinuing its make-up line due to consumer demand.

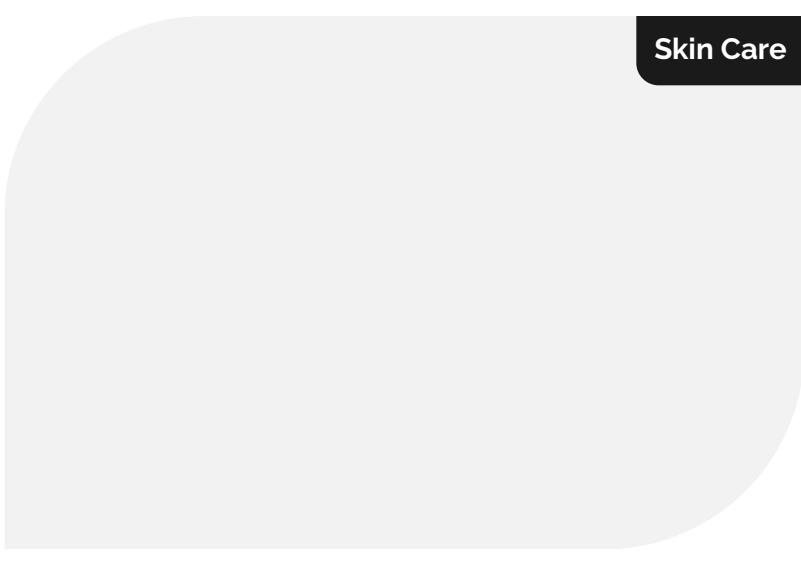
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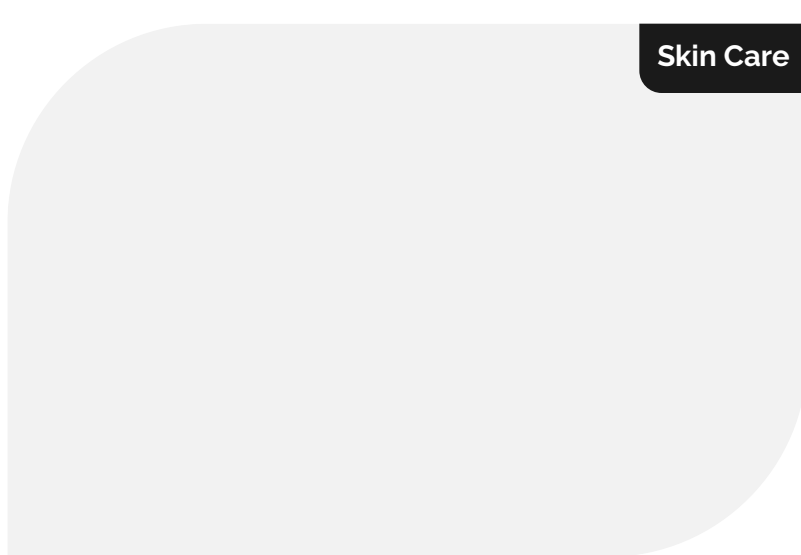
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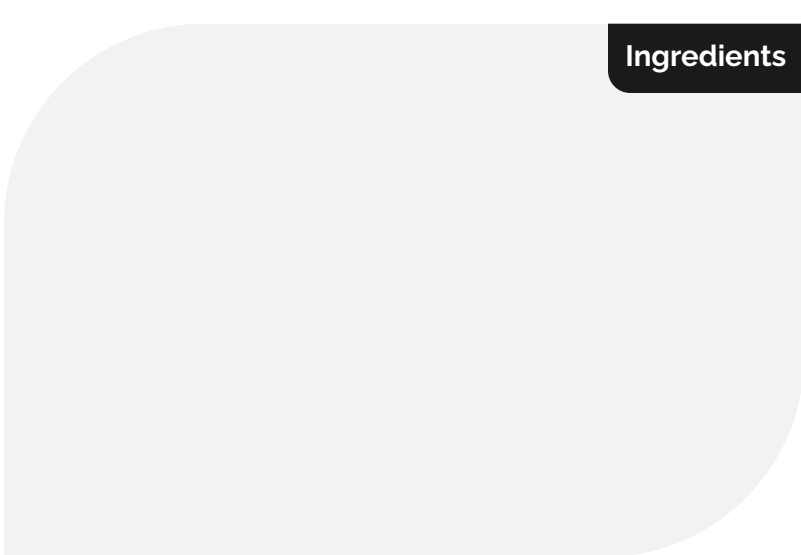


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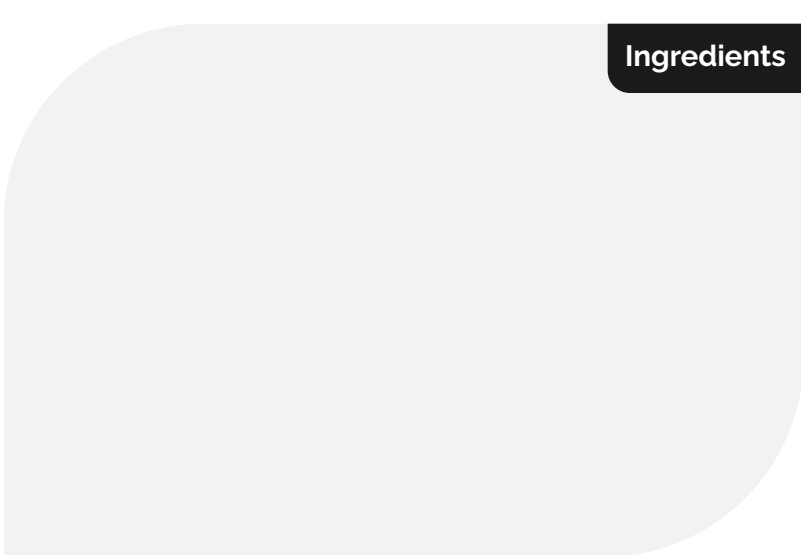
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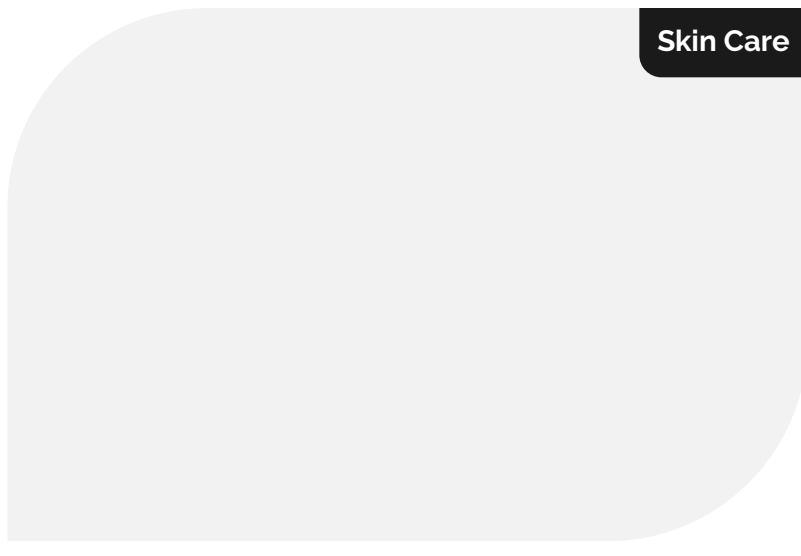
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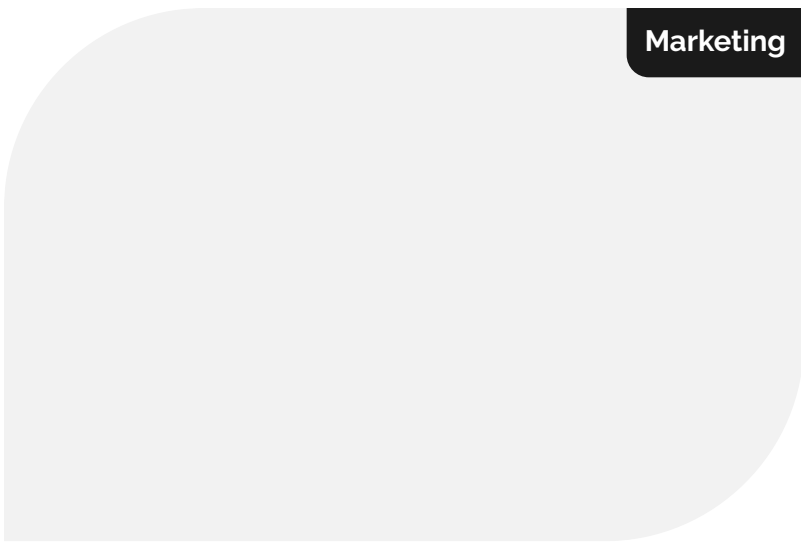
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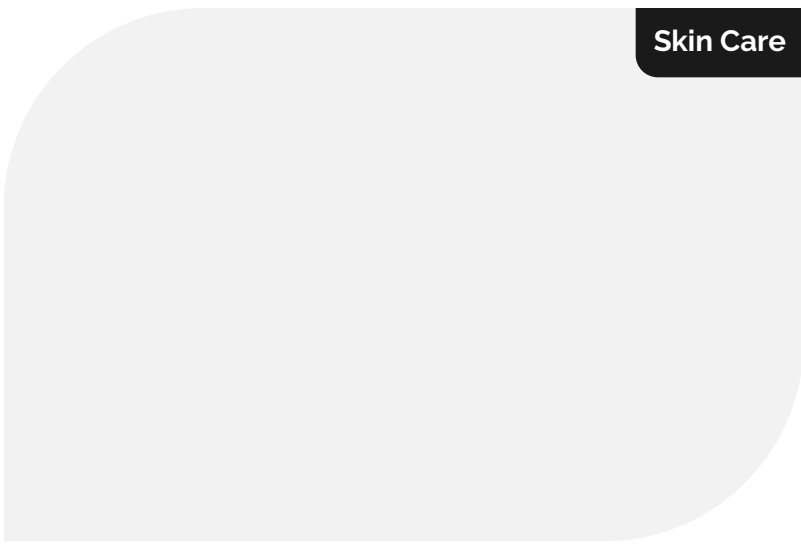
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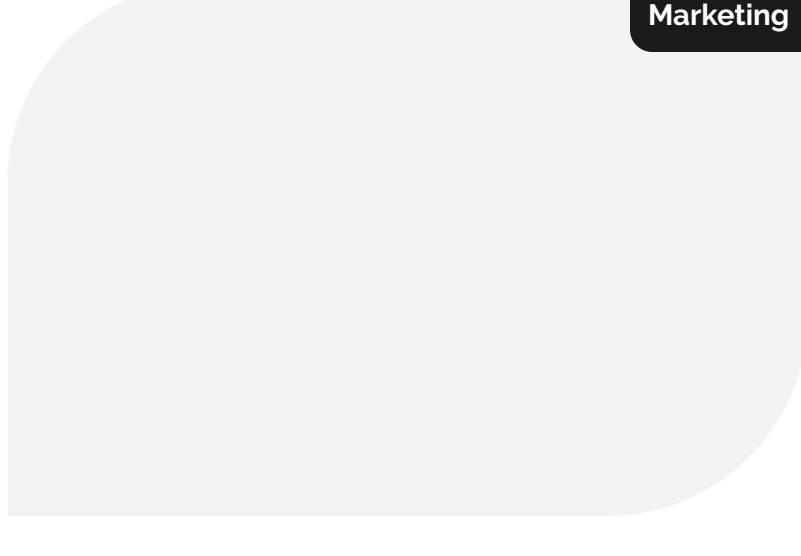
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