

Merit Beauty breaks into sun care with 'years in the making' tinted sunscreen #223665

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Colour Cosmetics Sun Care

The Uniform Tinted Mineral SPF 50 is the US brand's second-ever complexion product and took 50 rounds of formulations to nail its proprietary pigment dispersion technology



Minimalist beauty brand **Merit Beauty** is breaking into the SPF category with a hybrid complexion product that has been "years in the making".

The Uniform Tinted Mineral SPF 50 comes in 15 shades and combines a 100% mineral sunscreen with proprietary pigment dispersion technology to reflect UV rays and provide a seamless tinted coverage.

Moving into the SPF market is a natural step for Merit as sunscreen has been the most heavily requested product by the US brand's community since 2022.

The Uniform Tinted Mineral SPF 50 also marks the brand's second-ever complexion launch – with hopes to deliver the same kind of success as its popular Minimalist Complexion Stick, which is the number-one stick foundation at **Sephora** North America.

"While most of us know we should be wearing SPF every day, a lot of us do not because it is hard to find one that nails all the little details," a spokesperson for Merit told *Cosmetics Business*.

"We have actually been talking about sunscreen since we launched in 2021, but we started and abandoned the project a few times because the technology was not there to do it in a truly unique way.

"When it comes to SPF, there are a lot of options out there, and we did not want to just introduce one more into the mix – we wanted to make one that consumers wanted to wear every day, because it finally ticked their boxes.

"The Uniform stays true to our product philosophy of simplifying your routine, multitasking and hopefully finding a spot in your routine for many years to come."

The Uniform Tinted Mineral SPF 50 has been in development for more than two years, undergoing more than 50 rounds of formulations to nail the proprietary pigment dispersion technology.

The formula comprises ultra-fine zinc oxide – an 100% naturally sourced active ingredient that provides uniform protection against both UVA and UVB rays.

The product claims to give a "skin-like" finish, offering sheer, buildable coverage.



Merit Beauty's The Uniform Tinted Mineral SPF 50 comes in 15 shades

"Mineral formulas are notoriously difficult to get right as they often leave a white cast, feel heavy or do not play well with make-up," added Merit's spokesperson.

"The Uniform uses a first-to-market pigment dispersion technology – this allows the zinc oxide (which provides SPF protection) to wrap around the tinted pigment instead of sitting on top of it.

"This ensures that you get the recommended amount of high SPF protection without sacrificing on inclusivity.

"We also used ultra-fine zinc oxide for broad-spectrum UV protection that does not feel heavy, combined with a plant-derived emollient that replaces silicone.

"The result is a finish that is light-as-air and breathable, with a silky texture that feels more like skin care than sunscreen – and not like a typical mineral SPF."

The proprietary pigment dispersion technology optimises how zinc oxide and titanium dioxide blend within the formula, claiming to allow for an even pigment load across all 15 shades.

Merit went down the mineral route – opposed to chemical – for its first SPF product because it aligns with the brand's philosophy of "creating thoughtful, skin-first essentials".

Plus, in Merit's 2022 customer survey, more than half of respondents said they preferred mineral sunscreens, but cited the typical pitfalls of these formulations that need to be addressed.

"We saw the challenge to make a mineral that did not feel or wear like a mineral, which felt like a truly unmet need," explained Merit's spokesperson.

"The challenge has always been blendability, especially for deeper skin tones.

"That is where our pigment dispersion technology comes in – it reduces the amount of white pigment needed, so there is no chalkiness; just a smooth, invisible finish that works across a wide range of tones and textures."

The Uniform Tinted Mineral SPF 50 is non-comedogenic and oil-free and launches on 22 May.

The beauty brand will be spreading the word of its launch via its first US pop-up in New York.

While the finer details of the activation are under wraps for now, it is said to be inspired by the concept of 'uniform dressing'.

Consumers will be able to discover The Uniform Tinted Mineral SPF 50, get shadematched and shop an exclusive collaboration.

"Our marketing for the campaign is about bringing SPF into real life – commuting, coffee runs, early meetings," said Merit's spokesperson.

"It is not about beach days or holidays, but about being part of your daily wardrobe, like the perfect white button-down – something you reach for because it just works, effortlessly."

Merit was formed in 2021 and has generated sales of more than US\$100m in 2023.

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