

L'Oréal and retail giants Ulta Beauty and Walgreens join forces to promote sun safety #223191

By Amanda May | Published: 14-Apr-2025

Marketing Sun Care

Competitive beauty brands and retailers are collaborating to support a new unbranded 'Sun Responsibly' campaign, which aims to educate consumers on daily sun protection



L'Oréal's Dermatological Beauty Division has joined forces with giants Ulta Beauty, Walgreens and more to raise awareness of a new 'unbranded' sun safety campaign.

The French beauty giant's dermatological division, which comprises brands like CeraVe and La Roche-Posay, is supporting the Sun Care Consortium's 'Sun Responsibly' campaign, which aims to address misinformation about sun care use.

It aims to bust myths and elevate the importance of daily sun protection, and is considered a "first-of-its-kind" – where beauty brands, dermatologists and retail competitors join forces to spread the word about sun care education together.

'Sun Responsibly' was first unveiled at the American Academy of Dermatology's (AAD) Annual Meeting in March, but will roll out to consumers across multiple channels in May.

The campaign will launch in thousands of doors at national retailers Ulta Beauty, Walgreens and CVS Health.

It is also rolling out to regional leaders, including Meijer and Hy-Vee, and via a multitude of touchpoints from The Skin Cancer Foundation.

All brands and retailers taking part will bring the campaign message to life through displays, shelf signage, social media and shopper-facing events.

"For too long, sunscreen has been viewed as a summer-only product – used reactively for pool days and beach trips – but today's data tells a different story," Gina Daley, AVP, Integrated Health, L'Oréal Dermatological Beauty told Cosmetics Business.

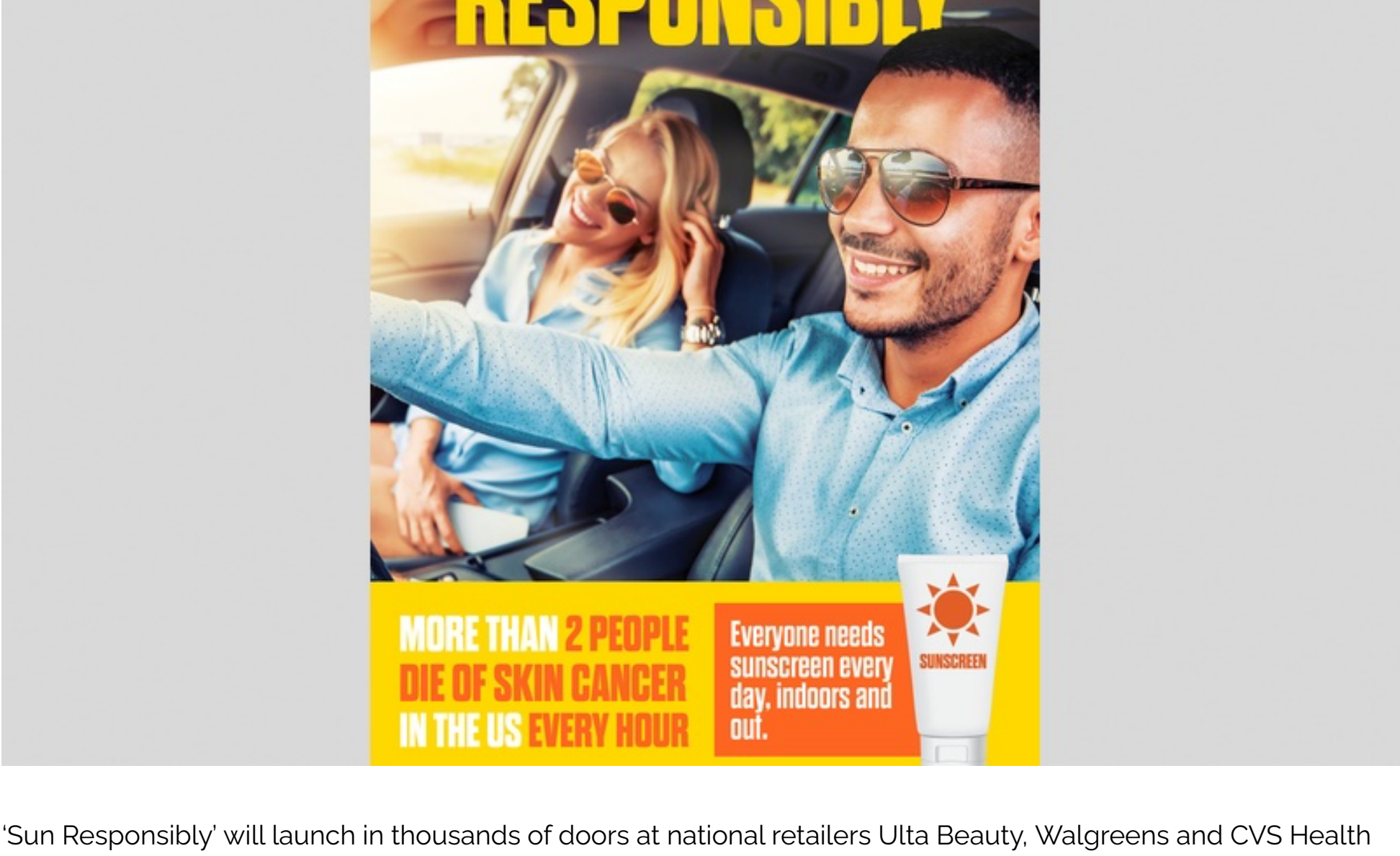
"40% of US women increased their SPF usage in 2024, and purchases now happen year-round, even in winter.

"This shift is largely driven by younger consumers who view SPF not just as a beauty step, but a preventive health measure.

"Still, more than half of consumers do not use SPF consistently, leaving them vulnerable to cumulative UV damage that contributes to premature ageing, skin cancer and health inequities.

"As SPF continues to merge into the broader health and wellness conversation, the industry has a powerful opportunity to reframe sunscreen use from a seasonal product to a daily habit – and to help all consumers protect their skin."

One in five Americans will develop skin cancer by the age of 70, according to the Skin Cancer Foundation, while more than two people die of skin cancer in the US every hour.



'Sun Responsibly' will launch in thousands of doors at national retailers Ulta Beauty, Walgreens and CVS Health

How is the 'Sun Responsibly' campaign being rolled out?

L'Oréal's Dermatological Beauty Division is shining a light on the campaign's skin cancer risk and prevention information by strategically leveraging its media, social channels and "presence in doctors' offices" to amplify the 'Sun Responsibly' message.

Ulta Beauty is launching "prominent" in-store displays that will showcase a variety of dermatologist-recommended SPF products.

These displays will be supported through education via the store's beauty advisors to help shoppers integrate SPF into their routines.

"Partnering with the Sun Care Consortium allows us to work alongside industry leaders, dermatologists and fellow retailers to elevate the importance of daily sun protection and drive meaningful change in our guests' lives," said Penny Coy, Ulta Beauty's Senior VP, Merchandising, Skin Care, Body Care, Hair Care and Wellness.

"Our hope is that 'Sun Responsibly' becomes a movement, not just a seasonal campaign.

"We see a future where sun protection is more universally integrated into the morning routines of all guests."

Walgreens is activating the campaign in-store with its beauty and wellness consultants from May through to July, using shelf signage, team member buttons and exclusive coupons.

Sampling opportunities and bonus offers for Walgreens members will further encourage trial and engagement, said the brand.

CVS Health, meanwhile, is reinforcing the campaign through signage and education both in-store and online.

"In a world where misinformation around health topics is common, this united effort allows us to combat potential confusion on a wider scale and show up as one voice to make a clear, meaningful impact on consumers," said Michelle LeBlanc, VP of Merchandising for Beauty, Personal Care and Hispanic Center of Excellence at CVS Health.



Damien Favre, President, L'Oréal Dermatological Beauty, L'Oréal USA

How can other brands and retailers join the 'Sun Responsibly' campaign?

Mass market sun care sales hit US\$2.5bn in 2024, according to analyst Circana, which is up 3% from the year before.

Prestige sun care sales also jumped 11% to \$539.3m during this time.

With SPF sales booming, the hope is that more retailers and beauty brands will join the 'Sun Responsibly' campaign this year to help spread the word about sun safety.

"The goal is to expand the campaign industry-wide throughout the year [and] guidelines are currently being developed for brands and retailers interested in joining," added Daley.

"These guidelines will ensure participating partners adhere to trusted sun safety standards and sun safety facts, such as those outlined by the Skin Cancer Foundation, to maintain the integrity and credibility of the message."

The 'Sun Responsibly' concept first emerged at L'Oréal's Dermatology and Retail Alliance event, when retailers called for a unified approach to amplify the need for greater sun safety.

Gina Daley, Assistant VP, Integrated Health, at L'Oréal Dermatological Beauty, said: "The US health care system spends \$8.9bn per year treating skin cancer, but we still need supplemental channels to promote the importance of daily sun protection.

"The integrated health team within L'Oréal Dermatological Beauty is collaborating closely with brand teams such as CeraVe and La Roche-Posay, as well as medical teams calling on health care professionals."

Damien Favre, President, L'Oréal Dermatological Beauty, L'Oréal USA, commented: "At L'Oréal Dermatological Beauty, we are driven by a powerful mission: to pioneer sustainable and life-changing dermatological solutions for all.

"A key part of this commitment is developing innovative, cosmetically elegant photoprotection formulations that people love to use every day, ensuring consistent sun safety and contributing to skin cancer prevention.

"But this campaign goes beyond product development.

"L'Oréal's Dermatological Beauty Division is championing collaboration between dermatologists and retailers to ensure expert skin health guidance to address this public health concern is readily available to all."

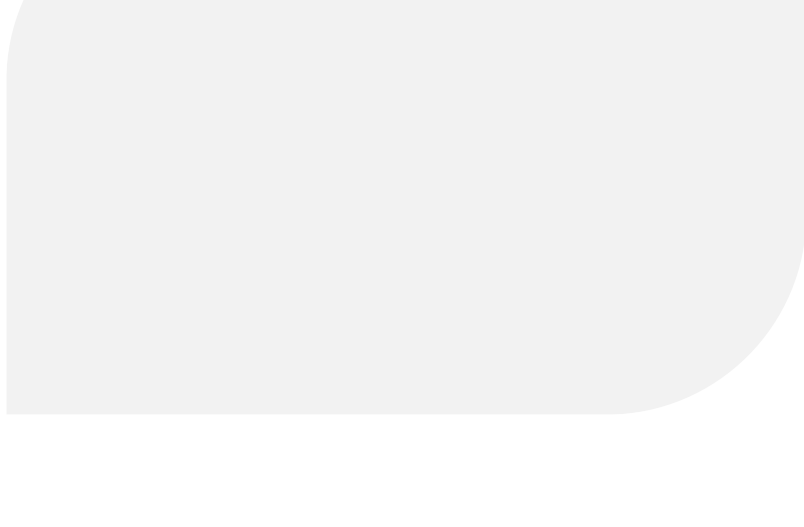
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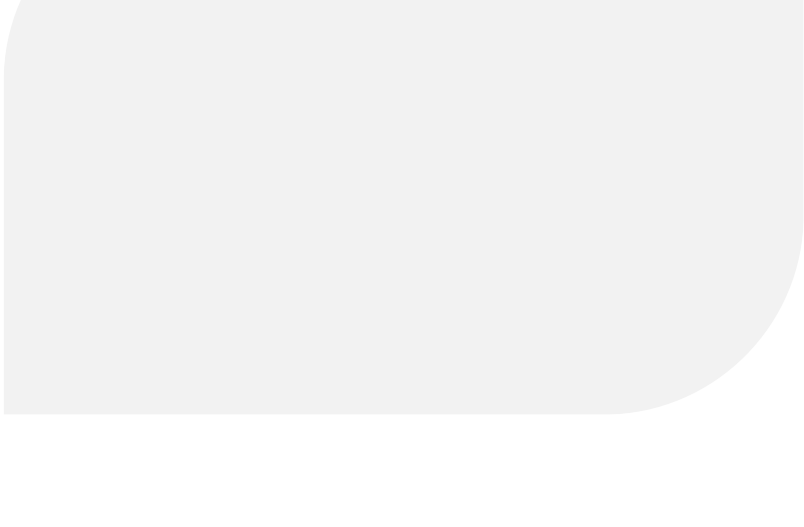
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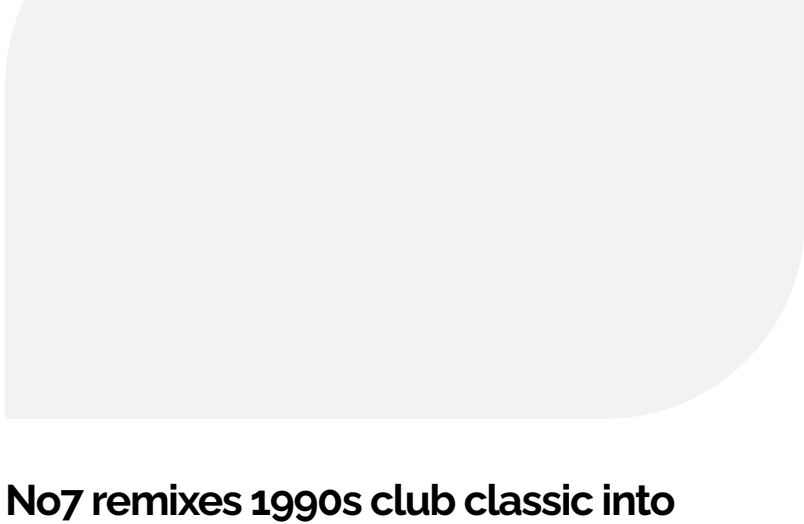
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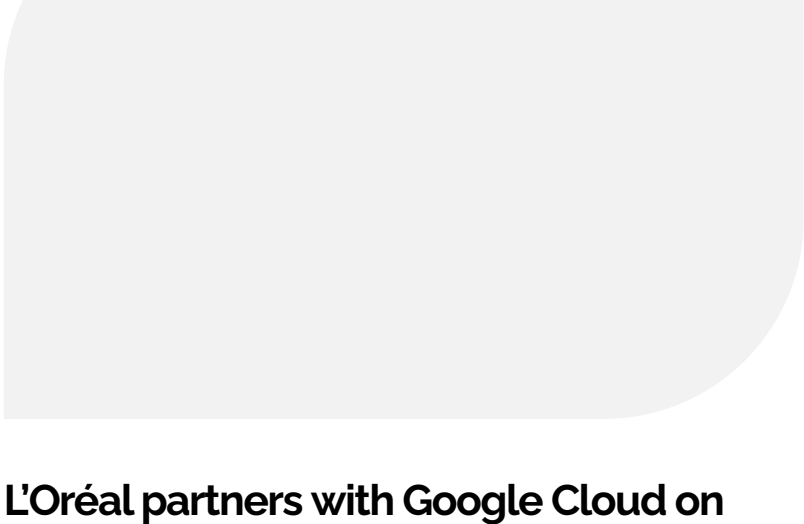
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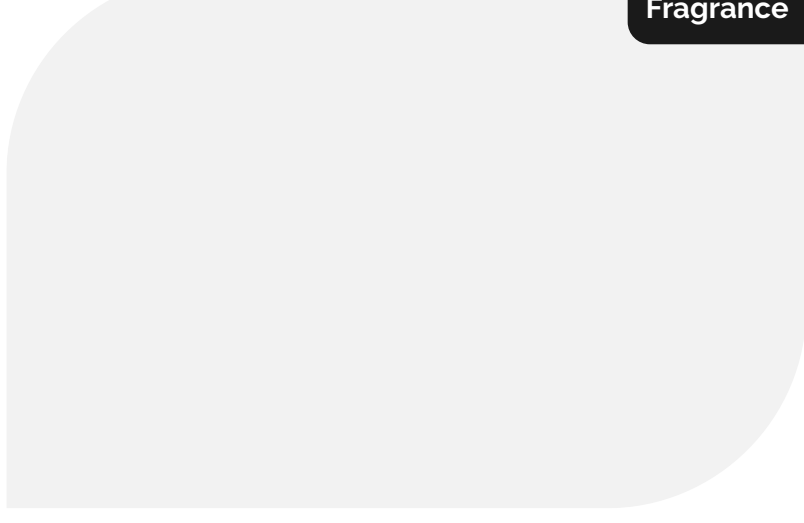
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