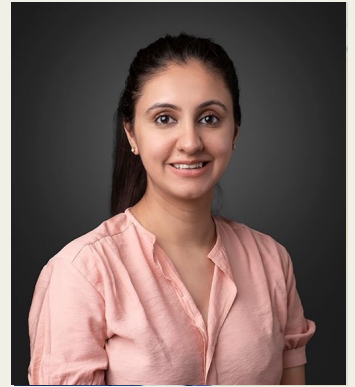


PROFILE:**Name:** Sifat Khurana**Category:** Skincare**Country:** India**Discipline:** Co-Founder of Innovist – Parent Company of SunScoop, Bare Anatomy and Chemist at Play**Instagram:** <https://www.instagram.com/innovist.official/>**INTERVIEW:**

SunScoop | Indian Sunscreen Specialists

What was your original inspiration for the brand and who is its key audience?

For the longest time sun care hasn't been very prevalent in the Indian market. We spotted this white gap and decided to educate the Indian audience about the importance of wearing sunscreens. SunScoop took birth with the agenda of awareness and education around sun care. Our brand tagline is Wear Sunscreen Daily. We primarily speak with 18 to 30 year old men and women.

Your range is extensive: what is the top seller in sunscreen?

Since we are a sun care focused brand, we want to make sure we have something for everyone. There are a lot of reasons for why people don't use sunscreens. These reasons primarily revolve around their skin type and what suits them. We've formulated sunscreens for different skin types, we offer various finishes, and we also offer sunscreens for different use cases, for example, a water resistant oil-based sunscreen for water activities, an everyday sunscreen to wear under makeup, or a sunscreen stick for reapplication. Picking one best seller out of the lot is hard as different people love different variants. However, if I had to pick one, I'd say the Invisible sunscreen. In India, SunScoop was the first to launch a 100% transparent gel-based sunscreen for all skin types.

Do you think texture or formulation is more important to the consumer?

At this time, for the consumer, texture is more important than formulation for sure. That's because there's still a lot of awareness and education about sunscreens that needs to be floated around. For example, one ingredient named benzophenone is pretty harmful for the skin but is present in many sunscreens. SunScoop is trying to float that information around Benzophenone. We explicitly mention 'Benzophenone Free' on all our communication channels – be it the product packaging or the website and we are also educating the customers about the harmful nature of the ingredient via our social media handles.

India

Skincare

Sunscreen

Bare Anatomy | Personalized Haircare Rooted in Science

What was your original inspiration for Bare Anatomy?

Bare Anatomy was born out of the paradox of choices in the market. We saw 1000s of options on shelves and confusion in customers' minds. Tall claims, false marketing - everything led to lack of trust amongst consumers. That's when we decided to let the customer be at the centre and we built bare anatomy around their unique needs. Bare Anatomy started out as a personalised beauty brand, where every product was tailor-made, in-time, after the customer took a hair assessment questionnaire on the website. Our scientists built proprietary algorithms to formulate unique formulas for every customer based on their unique hair condition.

What are the most popular hair care ingredients from your range?

At Bare Anatomy, all the ingredients we use are science backed and have proven efficacy and clinical reports. Primarily, every shampoo under Bare Anatomy has its own set of highly potent ingredients and we take pride in educating customers about their benefits, which are scientifically proven. To name a few, you'd find Adenosine, Coconut Milk Protein, Ceramides, Hyaluronic Acid, Amino Acids, Biotin, in our products.

How do you think the Indian haircare landscape has changed over the past 5 years?

Over the past 5 years, we've seen that the customers have gotten much more aware about their products. They ask questions about what goes in their hair care essentials. There's a lot more awareness through influencers and social media in general. Definitely, E-commerce has boomed. We see new brands coming up everyday. Of course, single ingredient popularity trends come and go as well. The likes of Onion Oil, Apple Cider Vinegar, and now Rosemary Extract, flood the market every now and then. We've also seen a lot of focus on categorised hair care products. For example, there are niche brands offering hair care products just for curly hair type.

Do you think your fans are more interested in the science or the clean aspect (All Innovist brands)?

As per my observation, customers in India are getting more and more educated about both the things. Innovist's ethos is offering clean, transparent, and scientific products. It's hard to tell what their preference is as we offer both in combination.

Chemist at Play | Ceramide Skincare

What was your original inspiration for the brand and who is its key audience?

Chemist at Play was conceived in 2022, amidst the pandemic. Every person in India was focusing a lot on their health and on self-care. We spotted a white space around the importance of ceramides in skin care. No one was talking about the importance of the skin barrier. Every skin care product in the market sounded more cosmetic than beneficial. That's when we decided to launch chemist at play as India's First Ceramides Based Skin Care. We speak with 21 to 35 year olds.

Why Ceramides?

Ceramides are a class of lipids (fats) that are naturally present in the skin's outermost layer. They play a crucial role in maintaining the skin's barrier function and overall health. Interestingly, they make up to 50% of your skin. And as we age (25 years and above), the natural production of ceramides starts to decrease. Hence, the skin's barrier starts to weaken. To maintain the overall health of your skin and a firm skin structure, it is very important to feed more ceramides to the skin.

Do you think the Indian consumer is educated enough on skin barriers?

Yes, the customers are now getting more and more aware and involved in the science behind skin care. Gimmicky skin care is definitely losing the stage as active ingredients like Vitamin C, Hyaluronic Acid, Retinol etc. are gaining traction.

How do you stay on top of innovations and the science-backed claims (All Innovist Brands)?

One of my Cofounders is a scientist. He leads our in-house R&D Lab and Manufacturing facility. Our team of scientists are day in and day out working on breakthrough formulations across our brands, along with maintaining stringent quality checks and hygiene control in the manufacturing process. Our scientists keep themselves updated on what innovations are happening across the globe and constantly research and develop new and effective solutions for the Indian market. Innovist stands true to its ethos - Clean Transparent Science in every possible way.

India

Skincare

Sunscreen