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Trends in acne, oiliness, and sunscreen use experience on Brazilian skin as case study of global interest

Rafael Bartuccio Raponi[1], Indaiá Lara Gehlen[1], Ricardo Segovia Borray[1], Marco Rocha[2], Laiz Gois da Costa Brito[1].
[1]Kenvue Brands LLC, São José dos Campos, Brazil [2]São Paulo Federal University, regional medical council #: CRM 100578 RQE 38102, São Paulo , Brazil,
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Introduction & Objectives

Skin health and its characteristics are influenced by several factors[1], including genetic profile, environmental conditions, age, and personal habits. Understanding these characteristics is essential for developing skincare products that promote skin health—such as sunscreens, which are supported by strong evidence for their role in preventing skin cancer, hyperpigmentation, premature aging, and various other skin disorders[2].

For healthcare professionals, prescribing skincare products that enhance adherence is vital, particularly considering that human behavior often prioritizes social norms and immediate aesthetic results over long-term health. This way, there is the need to look for products that are both appealing to consumer preference, while ensuring efficacy.

Latin America shows a high prevalence of acne[3], which coincides with humid climates, high temperatures, and low sunscreen usage. Brazil presents all these characteristics, along with a highly diverse ethnic population, making this country a skin care case study of global relevance.

Despite the common occurrence of oily and mixed skin, there is limited data on the skin types and acne prevalence across all regions within Brazil. This study aimed to fill this gap by conducting the first epidemiological survey to determine the prevalence of different skin types (dry, normal, mixed, and oily) and acne in the country, as well as to assess consumer understanding and preferences of use for facial sunscreens.

Materials & Methods

A quantitative online survey was conducted in five macro regions of Brazil: North and West Center, Northeast, South and Southeast. The survey focused on consumers' perceptions, opinions, and skincare habits.

A total of 2,610 participants completed the first part of the survey. In the second phase, 1,000 respondents (sunscreen users) were selected from the initial sample for more detailed analysis.

The demographic composition was 62% women and 38% men in the first part, and 73% women and 27% men after suncare usage screener, with an age range between 18-60 years old.

Sunscreen users were asked about their experience with products specifically formulated for oily skin, including overall satisfaction and key product attributes. Non-users were questioned about the main reasons for avoiding sunscreen use.

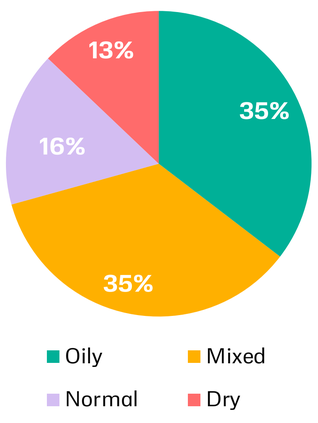
Results

The results are shown below.

Figure 1. How do you consider your skin?

A

Total skin type distribution for Brazil is shown in percentage, with the results of the 4 options of skin types self-declared by the participants: Oily, Mixed, Normal and Dry skin.



B

Skin types by Brazilian five macro-region are shown in percentage in the image of Brazil's map.

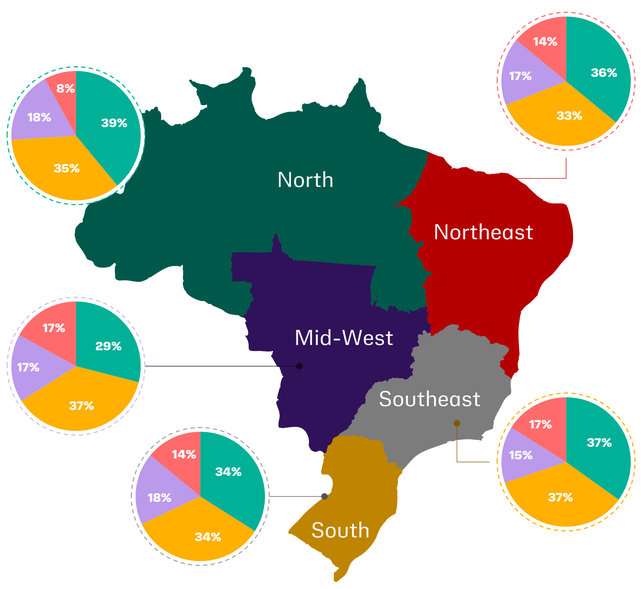
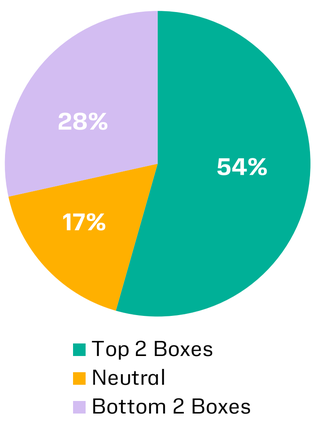


Figure 3. Do you consider your skin prone to acne?

A

Total acne epidemiology for Brazil is shown in percentage, where top 2 boxes are agree and strongly agree scores of having acneic skin and bottom 2 boxes are disagree and strongly disagree.



B

Results on epidemiology of Acne by Brazilian five macro-region are shown in the Brazil's map image.

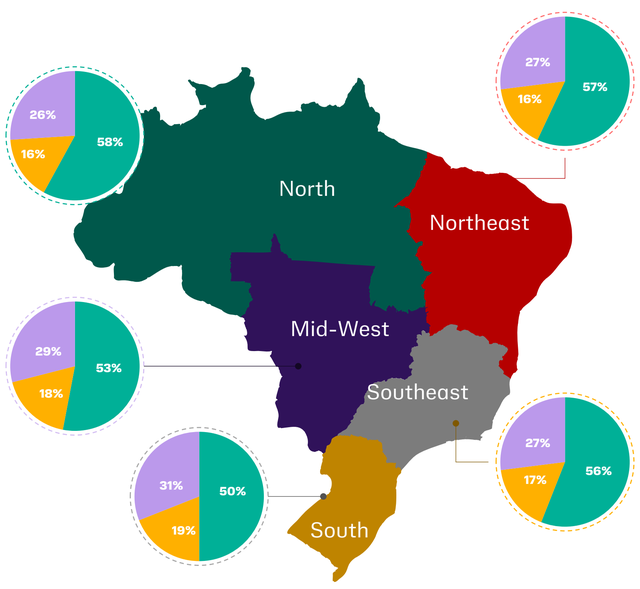


Figure 2. Skin types, considering the differences between ages of the participants and their influence.

Figure 4. The chart shows that the main reasons for the non-use of sunscreen are that the product is oily and they don´t think they are exposed enough to Ultraviolet Radiation (UVR) to need daily protection.

Conclusion

The study highlights the predominance of oily, mixed and acne-prone skin in the Brazilian population, along with significant regional and age-related differences in skin characteristics.

Future research should delve deeper into the factors influencing the differing perceptions between users and non-users, enabling the development of sunscreens that are better tailored to the unique needs of the Brazilian population.

This knowledge not only enhances product efficacy but also expands potential applications in other regions facing similar challenges.

Ultimately, the findings serve as a vital resource for dermatologists, guiding sunscreen recommendations based on both efficacy and consumer experience.

By addressing these insights, Brazil can play a pivotal role in advancing global research on skincare solutions for oily and acne-prone skin, reinforcing its significance in the development of effective and yet highly adherent to use dermatological products.

References

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