

## Tips for Sun Care and Tanning Products 2013



### When to Focus on Sun Care

The first stores to promote a complete sun care line will enjoy the most profit and revenue the category has to offer. Trying to predict the first sunny day that shines on your town is as risky as trying to predict the stock market. A forecast of an early summer, vacations, spring break and cabin fever all lead to late winter or early spring merchandising for sun care products.

A few dates to consider and prepare for:

- High season for Caribbean cruises is December 15 to April 15.
- Spring break dates range from March 3 to April 20. If you are interested in knowing the peak time for spring break for your state colleges and universities then visit [www.sbreak.net](http://www.sbreak.net) and click on Spring Break 2013.
- Memorial Day weekend starts Saturday, May 25
- Fourth of July weekend starts on Thursday the 4<sup>th</sup>
- Labor Day weekend starts on Saturday, August 31.
- Those of you in the northern states can consider paring down your sun care category shortly after Labor Day.

### Trending

Advanced sun care products are on the rise. Look for items that go beyond sun protection to caring for various skin types. Unique product features include: instant dry sprays, just-for-the-face, and lotions that are infused with vitamins A, E and aloe. Rehydrating, organic and gluten-free sun care products will be promoted throughout the season with social media. Products containing zinc are expected to be popular, such as Solar Sense Clear Zinc, Zinka Colored Sunblock and Solbar Zinc.

Brands that are expected to do well include: Neutrogena, Aveeno, Eucerin, Ocean Potion, Banana Boat, Margaritaville Parrot Head, Hawaiian Tropic, Coppertone, BullFrog and CeraVe. CeraVe is expected to increase sales after announcing a 2013 partnership with **Olympic Swimmer Rebecca Sonic**. Lots of press coming out on **CeraVe** - I suggest you consider bringing in the line. The buzz words for 2013 sun care are "protect and hydrate."

### Marketing

There are many ways to categorize sun care products. Most of the time it's just semantics. But when it comes to a Web search, "tanning" outshines all other words. For example, the words "sun block" averages 550,000 search hits per month, while the word "tanning" gets a whopping 9,140,000 hits a month! "Sunscreen" averages 823,000. Use this information for marketing on your Web site and for creating signs in your store.

### Buying

Look for floor displays that avoid sending you equal numbers of each SKU. Not all sun care products sell equally well! Choose floor displays that provide product counts by popularity. In addition, do not

feel you need to use the display. Merchandising with the header and the product from a display to an end-cap can create a compelling display. Look for any signage that is available to bring awareness to the importance of sun care. Ask your supplier for a list of sun care items that come with return privileges, products that come with an FSI (free standing insert), bonus sizes, and trial size displays for the register.

### **Merchandising**

- It is better to have an end-cap or a 4ft section of sun care products displayed as a sun care headquarters than it is to have floor displays and clip strips scattered throughout the store.
- Merchandise by brand – this helps brand-loyal customers easily locate the lotion that they prefer.
- Place your most profitable brand at eyelevel. Start with the lower SPF lotions and work to the right with the higher numbers.
- Include with sun care products: sunscreen protection, aloe, sunburn relief, moisturizers and self-tanning products. Nearby should be dry eye relief, depilatories and a clip strip of disposable razors. (A product called Bikini Zone is planning a big marketing push in 2013.) Have plenty of lip balm readily available.
- **Add a section of insect repellents**, yard bug sprays and citronella candles. Also offer relief from tick and bug bites, poison ivy, and dry skin. A **complete section will offer herbal and natural products** as well as the standard mix. Zanfel, Eucerin, Bendaryl Cream, Aveeno Anti-Itch Cream, Band-Aid Anti-Itch Gel, Calamine Lotion and Lanacane, and antibiotic ointments are just a few items that you may want to place in this section.
- One or two shelves of **first aid** are also a great idea. Offer two different sizes of first aid kits, followed by adhesive bandages and products that will help with minor scrapes, sprains and strains, cold packs and splinter removal.

### **Pricing**

Important! Many times sun care products shipped in displays or as bonus sizes will not reflect your pricing policy or zone price. This is caused by different UPC codes or case packs. Make sure that product in a free-standing floor display has the same retail as items on the shelves of your sun care section. All the chains will be promoting a private label. The product line "NO-AD" also will be promoted and will be priced competitively.

### **Note to pass along to your customers**

*The American Academy of Dermatology recommends using a broad-spectrum sunscreen with an SPF of 30 or more. Apply sunscreen generously 20 to 30 minutes before going outdoors and reapply about every two hours — or more often if you're swimming or sweating. Be sure to rub the sunscreen in well.*

\*A sign with this information to place in your sun care section is available from Front-End Overhaul. [Click here](#) to visit the sign section and look for Sunscreen Protection.

### **Manufacturer's Note**

*"Some sunscreens include an expiration date, or an indication of when the sunscreen is no longer effective. Discard sunscreen that's past the expiration date, is more than three years old, or has been exposed to high temperatures." Source: MayoClinic.com*