

Supergoop! Glowscreen Honors Paper

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INTRODUCTION

Supergoop! has successfully positioned itself as a premium sunscreen brand through a combination of innovative product development, effective digital marketing, and strategic partnerships. This brand has revolutionized sunscreen by transforming it from a sticky, inconvenient product into a daily, enjoyable skincare essential, while staying true to its mission of promoting skin health through innovative, cruelty-free, and environmentally conscious formulas that make SPF accessible and desirable for all.

Background Information

Surprisingly Supergoop! did not start on a store shelf, it was a classroom. The founder, Holly Thaggard, started the company by getting SPF pumps into schools to better protect the youth due to them being outside a lot throughout the day. From 2005, the starting objective for this brand was not to just solely make a profit, but to help others with providing skincare with their product. Since then, they have taken an even bigger step to serve communities with their Ounce By Ounce® sunscreen impact program — a project focused on improving sunscreen access, education and advocacy to foster daily sunscreen use and encourage lifelong healthy skincare habits (Supergoop).

Overview of the skincare industry

Supergoop! is only a small part of the sunscreen industry, and even a smaller part of the skincare industry. According to Forbes, in 2023, skincare made up the largest share of the beauty sector, the beauty industry. It had \$570 billion in worldwide revenue, and it even grew by 9.3% and is projected to grow by 8.4% per year through 2028. The skincare industry has been a key driver in the global beauty market's impressive growth. Consumers, specifically in places like Asia Pacific and North America, are increasingly focused on health and wellness, driving demand for skincare products that not only enhance beauty but also improve overall skin health (Kestenbaum).

A significant trend within skincare is the rise of “skinification” — where products designed for hair care now feature similar elaborate routines and specialized treatments to those found in

skincare. This movement toward more intricate skincare and wellness routines aligns well with brands like Supergoop!, which focuses on sun care as an essential aspect of skincare. Supergoop! has capitalized on the growing awareness of skin protection, offering sunscreens and other SPF-infused skincare products that serve both as beauty and health solutions. Hence being able to make profit from two different markets (Kestenbaum).

The company's alignment with the growing trend toward more sophisticated skincare routines can be attributed to its emphasis on clean, effective products that offer daily protection. As consumers continue to prioritize their skin's long-term health, brands like Supergoop! are positioned to meet this demand by blending protection with beauty. Supergoop! has also tapped into the wellness market by emphasizing the importance of sun protection in daily skincare, which aligns with the industry's overall trend of more conscious and health-driven purchasing decisions.

Need recognition occurs when a consumer recognizes their unsatisfied need and want then turns it into a desired state. In this case, the need could be the awareness of the importance of sun protection, which consumers might recognize after learning about the risks of skin damage and cancer from sun exposure. Supergoop! positions itself as a solution to this need by providing sunscreen products that not only protect but also integrate smoothly into daily skincare routines.

Supergoop! effectively addresses this need by emphasizing the importance of wearing SPF every day, making it more accessible and desirable for consumers who may not have prioritized sun protection in the past. Through innovative products that make sunscreen feel less like a chore and more like a skincare essential, the brand targets those who have identified the need for better sun

care in their routines, especially in the context of increasing awareness about skin cancer and skincare.

As the skincare category continues to grow, brands like Supergoop! that innovate in functional beauty — products that provide both aesthetic and protective benefits — will remain key players in this booming market (Doolan).

Research Methodology

On Tik Tok, many consumers like Demy Fobellah said that she has constantly received questions about what skincare products she uses to get her skin so glowy. Supergoop! Glowscreen is highly recommended for its many perks of UV protection and a glowy finish, making it a favorite for both skin care consumers and makeup users. The product features an SPF 30 formulation that includes hydrating and skin-nourishing ingredients like hyaluronic acid, niacinamide, and cocoa peptides. According to The Independent, Glowscreen offers “a lovely glow” without feeling “greasy or sticky,” making it ideal for those who prefer a dewy, radiant base under makeup or on its own (Independent).

Consumer feedback underscores its practicality and appeal. As noted in Insider, Glowscreen is celebrated for its “lightweight, non-greasy texture” and ability to seamlessly integrate into daily routines, eliminating the common sunscreen issues of white cast and heaviness. Additionally, the product’s tint options, such as "Dawn" and "Golden Hour," are particularly praised for enhancing natural radiance while catering to different skin tones (Mayer).

Supergoop! has effectively addressed the growing demand for multifunctional beauty products, with Glowscreen standing out as a “skin-first solution that combines beauty and protection,” (Independent).

Interviews with Sephora employees

An interview with Sephora employee David Silva provided the strengths and weaknesses of Supergoop! products within the sunscreen and skincare market. According to Silva, products like Unseen Sunscreen are bestsellers due to the lightweight product and broad-spectrum protection, which consumers really value today. This aligns with consumer demand for multifunctional beauty products, as seen in the popularity of Glowscreen, loved for its SPF protection, hydrating ingredients, and glowy finish.

Silva noted that Supergoop!’s target market tends to be younger women, predominantly Gen Z and Millennials, who value the brand's clean and effective message. Customer interest is often driven by word-of-mouth recommendations and social proof, rather than extensive advertising. He highlighted that buzzwords and the reputation of products as bestsellers are key sales strategies.

However, challenges include addressing diverse preferences in sunscreen finishes and educating consumers on differences between chemical and mineral sunscreens. There are only four different shades of the tinted sunscreen, so the product does not offer coverage for a lot of different tones. However, some consumers don’t realize it's because it is not for coverage, but for protection and a glowy finish. The Glowscreen is a safe chemical sunscreen that is healthy for everyday use. Price

sensitivity and personal reactions to specific formulations, such as greasiness or irritation, can also impact purchasing decisions. These insights, combined with consumer feedback and reviews, underscore Supergoop!'s positioning as a leading player in the growing market for skincare products that prioritize protection and beauty.

Adding to these insights, Rebecca Smith, a store manager, emphasized Supergoop!'s ability to stand out among competitors due to its reputation for quality and consumer trust. According to Smith, customers often associate Supergoop! with premium skincare, drawn in by its clean, cruelty-free formulations and innovative products like the Glowscreen.

Smith highlighted that a significant portion of buyers are repeat customers, which she attributes to Supergoop!'s consistency in delivering effective and desirable products. She noted that the brand's focus on education—such as point-of-sale materials that explain the benefits of daily SPF use—helps establish customer loyalty and promote informed purchasing decisions.

Smith also discussed challenges, particularly the premium pricing of Supergoop! products, which can deter price-sensitive shoppers. With this, sunscreens of higher price seem to be the ones valued the most. However, she added that bundling strategies and seasonal promotions, especially during summer, often help boost sales. These promotional tactics resonate well with young consumers looking to try Supergoop! for the first time or stock up on favorites.

Together, the perspectives from Silva and Smith reflect Supergoop!'s strong positioning in the skincare market, bolstered by innovative offerings, consumer trust, and effective retail strategies that address the evolving demands of modern skincare buyers.

Online surveys

Customer reviews of Supergoop!'s products reveal a mix of positive experiences and areas for improvement. A 14-year-old reviewer said the Glowscreen is a "must-have" in her morning skincare routine, appreciating its SPF 40 protection and glowy finish. She found it versatile when mixed with bronzing drops, enhancing its appeal for younger users seeking a natural, radiant look.

Another user described Glowscreen as their "holy grail," commending its ability to provide a natural glow that complements minimalist makeup styles. They have repurchased the product multiple times, demonstrating strong customer loyalty.

Several reviewers mentioned buying the product multiple times, showcasing satisfaction with its performance and effectiveness. However, one reviewer noted that while the product delivered a beautiful finish, it caused eye irritation and mild breakouts when applied all over the face. This feedback suggests the need for more clarity in usage recommendations, especially for sensitive skin. Despite its drawbacks, the same reviewer found value in using the product as a highlighter rather than an all-over sunscreen, indicating that customers adapt its use based on individual preferences.

Observation of consumer behavior in stores

At Sephora, a young woman approached the Supergoop! section and went toward Supergoop!'s Glowscreen. She picked up the tester, applied a small amount to the back of her hand, and turned to her friend for advice. "This is the sunscreen I saw on my for you page," she said. Her friend

acknowledged but expressed concern about whether it might feel heavy under makeup. The woman reassured her by pointing out the lightweight texture, saying, “It doesn’t feel greasy at all—this might be perfect for a natural beat.” This shows how social media, recommendations, and in-store testing allows a drive to purchase for Supergoop! products. The customer’s final decision reflected not just the product’s reputation but also the benefits for beauty and skincare.

Marketing Environment

The sunscreen market is very competitive, with Supergoop! competing alongside a bunch of direct and indirect competitors. Direct competitors like Neutrogena and Coppertone represent well-established brands with significant market share, while indirect competitors such as luxury skincare brands and Korean makeup companies offering SPF-infused products also fight for consumer attention. Neutrogena appeals to budget-conscious consumers seeking dermatologist-recommended sun protection. Its offerings, including lightweight, non-comedogenic sunscreen sprays, creams, and sticks, target individuals with sensitive and acne-prone skin. Neutrogena’s marketing strategy emphasizes medical endorsements, positioning itself as a trusted and smart choice for broad-spectrum protection. The brand has partnerships with dermatologists and health organizations, strengthening its credibility while maintaining visibility through e-commerce and retail channels. They put partnerships with dermatologists on their products to gain consumers' trust and secure a sale (Spruch-Feiner). Just like that, Coppertone focuses on family-friendly sun protection, catering to outdoor enthusiasts and children with specialized products like water-resistant formulations and kid-specific sunscreens. Its marketing blends nostalgic branding, such as the iconic “Coppertone Girl,” with modern

digital engagement strategies. Coppertone also emphasizes product availability through strong retail partnerships, ensuring a big presence in brick-and-mortar stores and online platforms (Erica).

In contrast, luxury sunscreen brands like EltaMD and La Roche-Posay differentiate themselves through advanced formulations that often include anti-aging or hydrating properties. These brands cater to a niche audience willing to pay a premium for dermatologist-approved, multifunctional products. Their minimalist marketing appeals to health-conscious consumers who value the specifics in their skincare routines (Spruch-Feiner). Ultimately, while competitors like Neutrogena and Coppertone focus on affordability, dermatologist trust, and family-friendly solutions, Supergoop! differentiates itself through as an everyday luxury and multifunctionality product. This approach positions it as a leading player in the evolving sunscreen market, catering to consumers who prioritize both health and beauty.

Technological Factors:

Digital marketing is another key role of Supergoop!'s strategy. The brand leverages platforms like Instagram (769K followers) and TikTok (167K followers) to showcase product versatility through influencer collaborations like Christina Kirkman (2.1M followers), Fernanda Gimenez (9.3M followers), and Sabrina Carpenter (33.6M followers) with their visually appealing content. Augmented reality features and social media campaigns highlight product benefits, making sunscreen both accessible and desirable to this tech-savvy generation.

Target Market

Supergoop! targets a highly engaged, socially conscious consumer base that gravitates toward skincare solutions that have beauty with efficacy, particularly favoring products that cater to natural, radiant skin. There has been a trend recently on Tik Tok with a demand for a natural everyday look rather than a full face of makeup. This includes individuals who are likely influenced by social media trends, such as TikTok, where this natural "glow" and clean beauty look dominates. According to recent trends, younger consumers, especially Gen Z and Millennials, are drawn to skincare products that not only protect from UV damage but also enhance their appearance with minimal effort. Supergoop! has capitalized on this desire for both protection and beauty, with Glowscreen (Cosmeticsdesign).

Psychographically, Supergoop!'s target audience is deeply invested in self-care, looking for products that are easy to use, deliver visible results, and align with values of sustainability and inclusivity. This is evident in their active promotion of broad-spectrum UV protection combined with skin-nourishing ingredients like hyaluronic acid and niacinamide, which appeal to consumers who prioritize wellness and holistic beauty. The audience is also interested in authenticity, with many customers turning to TikTok to discover and discuss products, emphasizing a preference for transparent marketing and relatable influencer recommendations (Cosmeticsdesign).

Behaviorally, Supergoop! segments its market based on usage rate and brand loyalty, with a significant portion of customers showing repeat purchases, like me, particularly for popular items

such as Glowscreen. These consumers appreciate the product's easy integration into daily skincare routines and are likely to purchase again after experiencing the benefits and convenience. The brand also effectively targets purchase occasions tied to outdoor activities or seasonal changes when sunscreen usage is more in demand (Cosmeticsdesign). With the Tik Tok trends, they are able to lean towards their other products that go hand in hand with Glowscreen with a skincare routine (Make).

Product Strategy

As TikTok continues to popularize the "natural face" or "natural beat" look, Supergoop! has capitalized on this by showcasing how its products work together in a seamless skincare routine. This positioning is further reinforced by TikTok videos demonstrating how it can be paired with other Supergoop! products to achieve a complete skincare routine that balances beauty with sun protection.

Supergoop!'s product mix is both broad and deep, with a wide variety of skincare products that appeal to different needs and preferences. The product width consists of 5 categories: sunscreens, moisturizers, and primers, mists & setting sprays, and cleansers. This ensures that there's something for every consumer—from those looking for matte finishes to those who prefer a glowing base. In terms of depth, Supergoop! offers multiple variants within each of its product categories to provide a diverse consumer need. For example, in their sunscreen line, they feature Glowscreen (SPF 40), Unseen Sunscreen (SPF 40), and Everyday Sunscreen (SPF 50), with different finishes such as glowy, matte, and invisible to suit varying skin types and desired looks.

Primers also come in different formulations, with products like Glowscreen and Unseen Sunscreen with multiple purposes by providing SPF protection and enhancing the application of makeup. The brand also offers moisturizers like the Resetting Refreshing Mist and specialized options like Mineral Sunscreen, which caters to more sensitive skin. Additionally, Supergoop! features a cleanser that works effectively to remove sunscreen, rounding out their comprehensive skincare routine. This depth allows Supergoop! to appeal to a wide audience by offering tailored solutions for different skin types, concerns, and application preferences (Supergoop).

The unique selling points of Supergoop!'s key products are their ability to multitask. Glowscreen, for example, not only provides broad-spectrum SPF but also acts as a primer, offering a smooth, glowing base for makeup or a radiant look on its own. The brand's ability to combine sun protection with beauty benefits is a key differentiator in the crowded sunscreen market (Supergoop).

As for the product life cycle, Supergoop! is seeing many of its products, particularly Glowscreen, enter the growth stage. The brand has gained widespread recognition, and as more consumers prioritize sun care in their routines, demand for Supergoop! products have surged. Products like the Everyday Sunscreen, however, may be approaching maturity, but they still remain a staple in the market due to their proven effectiveness. The ongoing success of these products is supported by a loyal customer base and frequent repurchases, further solidifying Supergoop!'s position as a leader in the skincare and beauty industry.

Ethical Considerations

Supergoop! demonstrates a strong commitment to maintain their sustainability and eco-friendly background. The brand actively participates in a recycling program with TerraCycle, which allows customers to send back their empty product containers for recycling. This program is currently available for 32 products, with plans to expand the number. Additionally, Supergoop! has shifted its packaging to use recyclable materials, including packaging certified by the Forest Stewardship Council (FSC) and post-consumer waste paper instead of bubble wrap, highlighting its focus on reducing environmental impact (Cappolla).

In terms of product formulations, Supergoop! is transparent about the ingredients it uses and avoids. While some of its products contain potentially harmful chemical ingredients like homosalate and octisalate, the brand also offers mineral sunscreens that use safer ingredients like zinc oxide and titanium dioxide (Cappolla). Supergoop! is also working to phase out ingredients like polyethylene glycols (PEGs) and has made efforts to reduce the use of mica, a material often associated with child labor in its mining process (Green).

Regarding animal testing, Supergoop! is certified cruelty-free by organizations such as PETA and Leaping Bunny, ensuring that neither the company nor its suppliers engage in animal testing. This backs up the brand's commitment to ethical practices, providing customers with confidence that their products are developed without harming animals (Green).

However, it's important to note that while some of Supergoop!'s products are vegan, the brand is not entirely vegan, as some items contain beeswax.

Overall, Supergoop! is transparent about its sustainability and ethical commitments, and it continues to evolve to meet the demands of the many eco-conscious consumers (Green).

Conclusion

Supergoop's marketing efforts have proven to be highly effective, especially in tapping into the growing consumer focus on skincare and beauty. By aligning with trends like clean beauty and sustainability, the brand appeals to younger, health-conscious demographics. Its focus on education not only strengthens customer loyalty but also enhances trust, as it positions Supergoop as more than just a sunscreen company—it's an advocate for overall skin health. Additionally, its use of influencer marketing and social media aligns with current digital marketing trends, ensuring that the brand maintains visibility and makes a profit in the crowded skincare/sunscreen market.

However, Supergoop must continue to innovate and diversify its product offerings to stay ahead of competitors. It also faces the challenge of maintaining its premium price point while expanding its market reach. Overall, Supergoop's marketing strategy successfully integrates product differentiation, brand values, and digital engagement, which has cemented its position as a leading skincare brand.

Interview Questions with Sephora Employee David Silva

1. What are the most popular Supergoop products among customers?

The Unseen Sunscreen Invisible Broad Spectrum SPF 40 is a standout favorite among customers due to its unique gel-like texture that leaves no white cast. This product is particularly appreciated for being weightless, making it ideal for everyday use under makeup or alone. A close second is the tinted version of the sunscreen, which provides additional cosmetic benefits like evening out skin tone while maintaining its protective properties. These products cater to the rising demand for multifunctional beauty items.

2. How would you describe customers' perceptions or attitudes toward the Supergoop brand?

Customer feedback indicates a largely positive perception of Supergoop as an innovative and reliable sunscreen brand. While David personally does not prefer the brand due to product texture and personal skin reactions, he acknowledges that most customers, particularly younger ones, hold the brand in high regard. The primary customer base for Supergoop skews toward Gen Z and Millennials, reflecting its appeal to individuals who prioritize skincare as part of their beauty routines. The brand's clean and cruelty-free ethos likely contributes to its favorable image.

3. What are the main reasons customers choose Supergoop over other sunscreen brands?

One of the main drivers for Supergoop's popularity is word-of-mouth recommendations. Many customers try the product after hearing about it from friends or family members who had a positive experience. This social proof amplifies its reputation as a trusted and effective sunscreen.

Additionally, the brand's commitment to formulating sunscreens that integrate seamlessly into daily routines—without the heavy, greasy feel traditionally associated with sun protection—sets it apart from competitors.

4. In what ways do you think Supergoop's marketing and advertising influence customer interest and purchasing decisions?

Although David noted that he hasn't seen much recent Supergoop advertising, he hypothesizes that the brand's marketing is geared toward younger generations, including Gen Z and Millennials. These groups are highly influenced by digital marketing strategies such as influencer endorsements, social media campaigns, and user-generated content. The brand's ability to connect with this audience through platforms like Instagram and TikTok has likely been instrumental in building its customer base.

5. What are the most effective sales techniques for promoting Supergoop products?

David emphasized the importance of promoting Supergoop products as bestsellers and leveraging "buzzwords" to capture customer interest. Highlighting features like SPF protection, multifunctionality, and the brand's popularity often helps drive sales. Sephora employees also recommend these products based on their widespread customer approval and their ability to meet diverse skincare needs, such as hydrating formulas and non-greasy finishes.

6. What are some of the biggest challenges you encounter when selling sunscreen products, especially in comparison to other skincare items?

Selling sunscreen can be challenging due to several factors, including:

Texture and Formula Preferences: Sunscreen formulations like Supergoop, which are silicone-based, might not suit everyone. David personally dislikes the greasy feel and the eye irritation some products can cause.

Price Sensitivity: Supergoop's premium price point can be a barrier for some customers, especially when compared to more affordable options in the market.

Variety in Preferences: Sunscreen finishes (matte, dewy, or natural) and formulations (chemical vs. physical sunscreen) often depend on personal preference, making it difficult to recommend a one-size-fits-all solution.

Educational Gaps: Many customers are unaware of the differences between chemical and physical sunscreens, which require Sephora employees to educate them on the benefits and drawbacks of each type. In-store training, including video tutorials and firsthand experience with free product samples, helps employees provide better recommendations.

My Work's Citation list:

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