

How to Check Your Sun Cream is Genuine

As temperatures rise and more people stock up on sunscreen for holidays and outdoor activities, demand for trusted brands also increases. Unfortunately, this also creates opportunities for counterfeit and non-compliant products to enter the market, as demand surges.

This poses risks to consumers, since counterfeit or illegally sold sunscreen may not provide the level of UV protection stated on the label, putting users at greater risk of sunburn and long-term skin damage.

While no single check can guarantee a product is genuine, there are several steps that can be taken to reduce the risk of buying a counterfeit or non-compliant sunscreen.

Step 1: Buy from Trusted Retailers

The safest way to purchase sunscreen is through:

- Official brand websites
- Well-known pharmacies and supermarkets platforms
- Authorised retailers
- Reputable online marketplaces where the seller is the brand owner or an authorised distributor of the brand

Be cautious when purchasing from unknown third-party sellers, social media listings, or websites offering unusually large discounts.

Step 2: Check the Packaging

Counterfeit products often contain subtle differences in the packaging.

Look for:

- High-quality printing with clear, readable sharp text
- Correct spelling and grammar, even in the small print
- Consistent colours and logos
- Secure seals and closures
- No signs of tampering, damage or leakage

Compare the product with images from the manufacturer's official website if unsure.

HOW TO EDUCATE CONSUMERS ABOUT COUNTERFEIT SUN CREAM

Step 3: Verify the Batch Code and Expiry Date

Legitimate sunscreen should display:

- A batch or lot number clearly on the product
- An expiry date or Period After Opening (PAO) symbol
- Manufacturer details

The batch code should be clearly printed rather than appearing altered or covered by another label.

Step 4: Check the Labelling

The product label should always clearly state:

- The SPF rating (such as SPF 30 or SPF 50+)
- Whether it offers broad-spectrum protection
- Water resistance claims, where applicable
- Directions for use
- Ingredients clearly listed
- Warnings and storage instructions

Missing or incomplete information may indicate the product has not been supplied through legitimate channels.

Step 5: Be Wary of Prices That Seem Too Good to Be True

A substantial discount isn't automatically a sign of counterfeiting, but unusually low or discounted prices—particularly for premium brands—may indicate:

- Counterfeit goods
- Diverted or grey-market stock
- Expired products
- Products not intended for sale in your country

If the price seems significantly lower than established retailers, it's definitely worth investigating further – check the descriptions, reviews and packaging labels.

Step 6: Look for the Correct Regulatory Information

Requirements vary depending on where the product is sold.

United Kingdom

Sunscreens sold in Great Britain should comply with the UK Cosmetics Regulation and should include:

- The name and address of the Responsible Person
- Ingredient information
- Batch identification
- Product content
- Appropriate safety warnings

European Union

Products sold within the EU should comply with the EU Cosmetics Regulation and include similar information as in the UK, including details of the Responsible Person established within the EU.

United States

In the United States, sunscreen is regulated as an over-the-counter (OTC) drug by the U.S. Food and Drug Administration (FDA). Legitimate products should include a compliant Drug Facts panel showing:

- Active ingredients
- Uses
- Warnings
- Directions
- Inactive ingredients

Step 7: Check Online Reviews Carefully

Reviews can sometimes highlight concerns about counterfeit products or unauthorised sellers.

Look for recurring reports of:

- Different or damaged packaging
- Missing seals, or signs of tampering
- Poor product quality
- Suspected fake products
- Refund or Return was refused

Look for reviews of the seller as well as the product itself.

Contact Us

Every fake listing or imitation product takes a share of your hard-earned sales. During your busiest season of the year, protecting that revenue isn't optional; it's essential.

SnapDragon combines AI-powered detection, expert enforcement, and global experience to keep counterfeits off the market and your genuine products where they belong – in customers' hands.

Talk to SnapDragon about how proactive brand protection can drive stronger, more sustainable growth.



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