



Whole-Body Beauty Brief

A look at what's trending in beauty and wellness, powered by real-time consumer insights from our communities.



Behind the Survey

Curated by CVS.

Powered by CVS Beauty Consultants.

Customized by Community.

CVS operates at the intersection of health and beauty, with a national footprint that provides a real-time view into how consumers experience beauty across communities.

Through its in-store Beauty Consultants, CVS captures direct consumer perspectives at the local level, transforming everyday interactions into meaningful data and actionable insights.

The result is a nuanced snapshot of what consumers want and need, shaped by how and where they live.

Beauty for Real Life. Beauty for You.

Methodology

The inaugural CVS Whole-Body Beauty Briefing was conducted in April 2026 among 520 CVS Beauty Consultants representing store locations across the United States. The survey captured frontline insights into evolving consumer behaviors, purchasing drivers, questions and misconceptions surrounding SPF.





We're seeing SPF evolve from a seasonal category into a wellness essential, with consumers increasingly viewing sun protection as part of their whole-body skin health routine.

While awareness continues to grow, turning SPF into a consistent habit is a work in progress. CVS is driving that behavior change through a **curated assortment, trusted guidance, and accessible education** that make sun protection easier to understand, shop, and incorporate into daily life.

– **Michelle LeBlanc**, Vice President of Merchandising, Beauty & Personal Care and Hispanic Strategy Team, **CVS Health**

Daily SPF Use Is Reshaping the Modern Beauty Routine

CVS Beauty Consultants reported consumers...

72%

are **prioritizing SPF** in their routine



61%

rising interest in **makeup/SPF hybrids**.



46%

are **increasingly prioritizing skincare benefits** like anti-aging and dark spot prevention when shopping for SPF.



However, There is Still Misinformation Around SPF Use

CVS Beauty Consultants reported consumers...

67%



believe SPF is **only needed on sunny days**.

55%



believe SPF **isn't necessary in winter**.

42%



believe **higher SPF lasts all day**.

In the Age of Influencers,
Consumers Still Trust Dermatologists Most for SPF Guidance

78%

of CVS Beauty Consultants said consumers **most often reference dermatologists or medical professionals** when making SPF decisions.





With persistent SPF misconceptions, the biggest belief is that it's only needed on sunny days, when in reality, it should be a non-negotiable step in routine-based care. My role is to help patients **rethink SPF as a core part of their everyday essentials**, and guide them toward formulations that make consistent use both easy and effective.”

– **Dr. Camille Howard-Verovic**, CVS Beauty Dermatologist Advisor & Board-Certified Dermatologist

Location Drives How – and If – SPF Is Used Daily

West Coast

Redefining SPF as a Necessary Beauty Product

39%

of West Coast CVS Beauty Consultants report that consumers **prioritize skincare-driven SPF benefits** like anti-aging.

South

SPF Evolution Signals a Shift From Seasonal to Lifestyle

39%

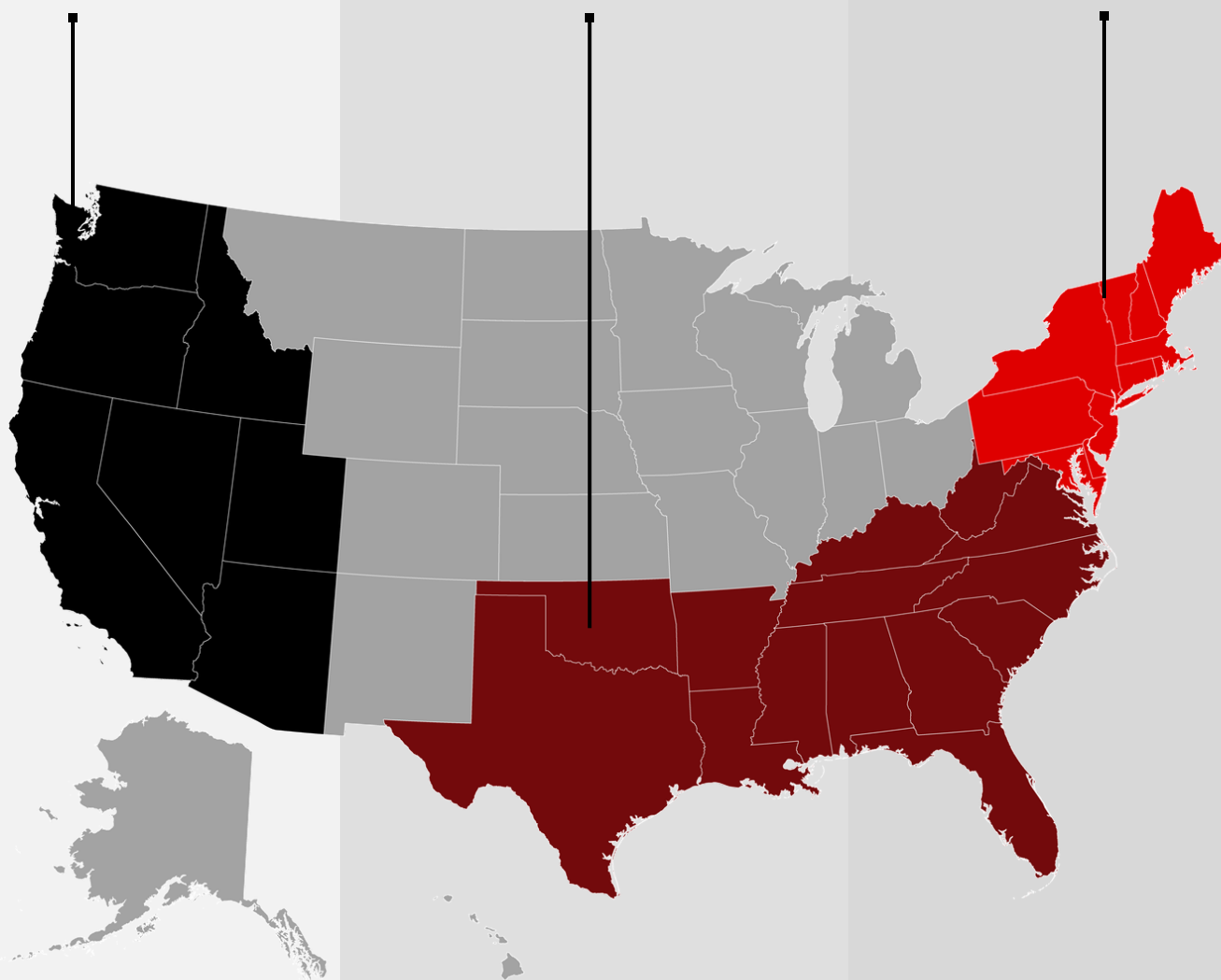
of Southern CVS Beauty Consultants report consumers increasing their daily SPF use – **the highest growth rate compared to other regions.**

Northeast

Biggest Gap Between SPF Education and SPF Behavior

55%

of CVS Beauty Consultants report consumers only use SPF daily **during peak seasons.**



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Establishing a strong routine of daily use and reapplication of sunscreen is key to preventing long-term skin damage. For optimal protection, **dermatologists recommend choosing a broad-spectrum sunscreen with SPF 30 or higher.** In fact, studies show that using SPF 15 or higher sunscreen every day can reduce the risk of certain skin cancers, **including lowering melanoma risk by 50%**, according to the Skin Cancer Foundation, showing that the **small decisions** we make today can impact our future health.

– **Amy Lynn Safaty**, Pharmacist and District Leader, **CVS Pharmacy**

Resources

For additional insights or expert commentary, CVS experts are available as ongoing resources:



Michelle LeBlanc

Vice President of Merchandising,
Beauty & Personal Care and
Hispanic Strategy Team



Dr. Camille Howard-Verovic

CVS Beauty
Dermatologist Advisor



Amy Lynn Safaty

CVS Pharmacist &
District Leader



About CVS Pharmacy

CVS Pharmacy connects people to the care they need, puts medicine and wellness within reach, and drives greater affordability, simplicity and convenience in everything they do.

For additional information on CVS and its SPF assortment, visit **CVS.com**.
For all PR inquiries, please contact **CVSAdmin@kaplow.com**.

