

MEIYUME'S
TURNKEY SOLUTIONS
FOR CARASUN



THE VISION

Carasun, an innovative brand from Indonesia, is focused on bringing sun care solutions to alleviate skin problems arising from prolonged exposure to heat in the tropical regions.

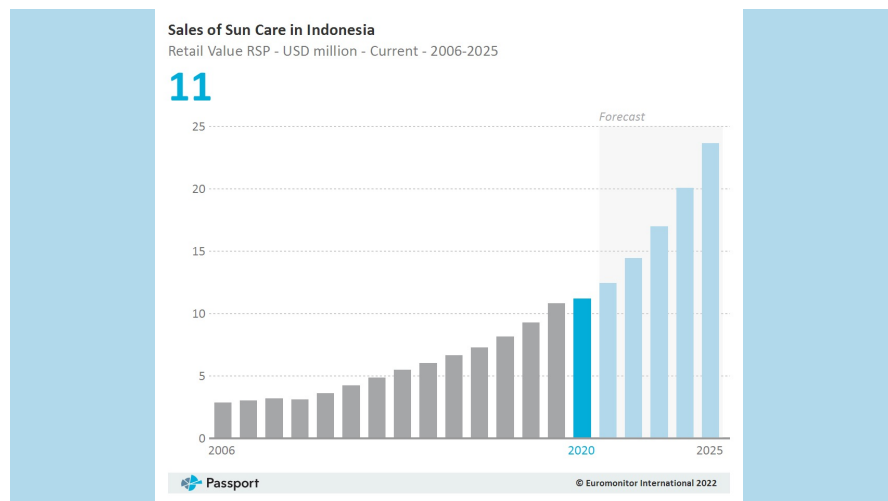
In expanding their product line, Carasun looked to Meiyume's turnkey capabilities to co-develop an alcohol-free halal sunscreen that offers both UVA and UVB protection; while also tailoring to the unique needs of different skin types (e.g., sensitive skin).

To establish their digital presence and effectively market their products, Carasun worked with numerous e-marketplaces, including Indonesia's leading online beauty platform Sociolla.

THE BACKGROUND

Consumers have grown increasingly aware of the importance of sun protection. They are looking for products that not only provide greater protection, but also those with anti-ageing quality, antioxidant benefits, and anti-white caste formulation.

According to Mintel, the share of all sun care-related launches in APAC with SPF levels of over 40 has increased from 66% (2014-15) to 74% (2018-19). The Indonesian sun care market alone is expected to grow from a market size of USD\$12.3M in 2021 to USD\$22.6M in 2025, at a CAGR of 16.4% [1].



[1] Euromonitor Country Report "Sun Care in Indonesia" May 2021

THE SOLUTION

Meiyume provided on-the-ground turnkey support to Carasun via formulation and manufacturing capabilities in Indonesia. Leveraging our global Innovation & Development (I&D) network, Meiyume was able to work closely alongside the brand to innovate and trial test halal-certified formulation for what became the Solar Smart UV Protector sunscreen.

In line with the brand's vision, Meiyume developed the formulation without the use of alcohol and clinically tested it to ensure its suitability for sensitive skin. The formulation has also been enriched with Rice Extract and CityStem to nourish the skin and protect it from free radicals.

Understanding that sunscreens tend to be associated with stickiness, discomfort, and unpleasant smells, Meiyume worked with the brand to elevate the consumer experience. The exclusive formula is lightweight, non-sticky, and non-greasy. Additional product testing from Sociolla has shown the formula to be water-resistant and sweat-proof for up to 8 hours. It is also easily absorbed, does not leave a white cast, and is non-comedogenic, allowing consumers to feel fresh and comfortable even hours after application.

Encased in a vibrant bright yellow and pocket-sized package, the Solar Smart UV Protector is the optimal sun care product for consumers looking to effectively protect their skin with no hassle.



RESULTS

FROM THE CONSUMERS



“When it comes to sunscreen, out of the many sunscreens I've tried... I always go back to the sunscreen by @carasun.id. The texture is as light as cloud and it quickly absorbs into the skin, leaving my skin moisturised too. NO WHITE CAST! This is what I like the most. For now, there is a sunscreen cushion that makes me fall in love with @carasun.id. With a variety of shades to adjust to your skintone, this cushion variant won't shift your makeup. So it's more simple & practical, Re-apply sunscreen anywhere & anytime”

– Ririi Tan Kusuma

IG: ririi.tan



“...Carasun Solar Smart UV Protector with SPF 45 PA++ will protect your skin to the maximum you know! And if you want a touch-up set, you can just use the 2 in 1 UV Cushion. Don't worry, there are 8 shades ready and some are transparent too. It is so friendly on my tan skin. The sunscreen and cushion are both light and comfortable on oily skin, and they are available at @sociolla, your favourite Ecommerce”

– Farhana

IG: faarhaanaaa__

THE FUTURE

Meiyume continues to work with Carasun to develop and launch more product innovations.

Meiyume looks forward to providing more on-the-ground turnkey support to brands in Indonesia and the Southeast Asian region using our manufacturing facilities and Innovation & Development Lab.

