



Below: Damian Mitsch (Accord's Executive Director) welcomes forum participants



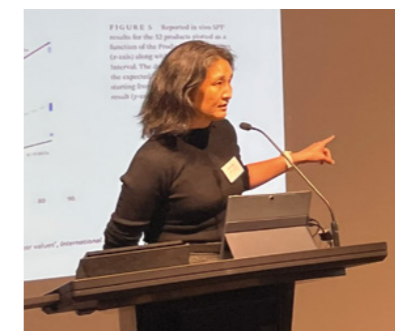
**Australia's sunscreen sector is not waiting for the next crisis. Australians deserve products they can trust to protect them from one of the world's harshest UV environments.**

**S**PF could well have been the word of the year in 2025. Unless you managed to avoid both social and traditional media entirely, the reasons scarcely need restating.

Amid the noise of the past year, a central question emerged: how does the industry move forward to ensure that sunscreens—vital public health protection products—can rebuild and sustain consumer trust?

In November 2025, Accord Australasia, the peak body representing the sunscreen sector, convened an industry-wide forum to develop a roadmap for the category's future in Australia. The objective was clear: to address the barriers limiting ongoing access to safe, effective and high-quality sunscreens for Australian consumers—products people want to use, at a reasonable price.

Central to achieving this goal is collaboration across the entire



sector. The forum brought together international experts, manufacturers, sunscreen brands, regulators including the Therapeutic Goods Administration, the Cancer Council, and other key stakeholders, with a shared focus on moving the conversation from concern to action.

**DISCUSSIONS CENTRED ON PRACTICAL SOLUTIONS TO SEVERAL CRITICAL CHALLENGES, INCLUDING:**

- Access to reliable and repeatable testing methods
- Evidence-based, realistic approaches to ingredient safety
- Improved availability of new and affordable active ingredients, filters and excipients, particularly as legacy ingredients are phased out
- A streamlined manufacturing audit process that reduces duplication while maintaining strong compliance standards

The message from the forum was unequivocal: Australia's sunscreen sector is not waiting for the next crisis. Australians deserve products they can trust to protect them from one of the world's harshest UV environments. Through coordinated, cross-sector collaboration, the industry is working to ensure SPF remains a shield—not a question mark. ■



Top: Catherine Oh (Accord's Regulatory Strategy Director) presents on SPF testing variability and other barriers.

Bottom: L-R: Craig Brock (Accord), Catherine Oh (Accord), Damian Mitsch (Accord), Samantha Hass (L'Oréal), Rianna Goodwin (Accord).

# FROM CRISIS TO COLLABORATION

*Sunscreen sector charts a path forward.*



For more information on the roadmap and Accord's ongoing work in sunscreens, contact Accord's Membership & Stakeholder Communications Manager, Steph Hollands, at [shollands@accord.asn.au](mailto:shollands@accord.asn.au).