Sign in
SPRING WISE
LIBRARY ACCESS



SUNBURNT DOLLS ENCOURAGE KIDS TO PUT ON SUNSCREEN

WORK & LIFESTYLE

The Nivea Doll is coated with a UV-sensitive material, causing it to blush red when exposed to the sun — unless it is wearing sunscreen.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
- Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here

Download PDF