

# Natural Products **Insider**<sup>®</sup>

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## **Nutricosmetics**

**Radiating health  
from within**





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## Viewpoint: You glow, girl!

Efficacious formulas are but one part of the current consumer puzzle in nutricosmetics, writes **Karen Butler**, as omnichannel retailing, research-backed multipurpose ingredients and formulations, and a continued focus on clean labels make for a positive mix of factors.



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## Shifting consumer expectations of the beauty category

Today's beauty "experience" goes beyond the bevy of available topical products, explains **Karen Young**, and cuts across sexual health, better sleep, emotional well-being, ingestible nutrition and everything in between.



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## Growth and evolution in the market for nutricosmetics

**Rachel Adams** describes a nutricosmetics market that is expanding to welcome new consumers across demographic categories, who believe achieving glowing, radiant skin and strong hair and nails begins with good nutrition.



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## As the nutricosmetics category grows, so perhaps does the scrutiny

Amin Talati Wasserman partner **Jennifer Adams** surmises that as the beauty-from-within category grows year after year, it's possible it may return to regulators' radars as they reprioritize enforcement in 2022 and beyond.



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## Nutricosmetic launches in 2021 chart course for trends

Whether with new products, technologies or package redesigns, innovative companies in nutricosmetics are fueling the industry's continued reimagining of the category, describes **Danielle Rose**.



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## You glow, girl!

**L**ast year was the first time I experienced regularly taking a dietary supplement that I felt positively affected my physical appearance. The product wasn't specifically targeted as a nutricosmetic, but one that supported cellular health in general. It makes sense, then, that the potential benefits could be wide-reaching; however, the outcome was a surprise to me. Other people noticed it, too. It's not often that trusted friends say things like, "You're reverse aging" or "You're glowing" (the latter without any influence of pregnancy or love).



The beauty-from-within category suffers from a key challenge similar to a growing number of other markets—consumer expectation is unrealistically high, both in terms of desired physical effect and amount of time allotted to accomplish it. However, speaking from my own experience, multipurpose formulations may have an advantage. Ingredients like collagen, hyaluronic acid (HA), omega-3s, vitamins and others with antioxidant properties can be strong performers in various applications, and natural products consumers—as well as many mainstream shoppers—are also already familiar with them.

In good news for U.S. businesses, North America was identified as the fastest-growing region in the global nutricosmetics market, which was valued at \$6.9 million in 2020 with an estimated compound annual growth rate (CAGR) of 8.05% from 2021-2026, [according to Mordor Intelligence](#). Asia-Pacific is the largest existing market, in both its developed and developing countries, driven by factors such as media, consumer demand, and increasing awareness and interest in new technology.

The ability to connect with consumers (or at least educate in some capacity) could be important for nutricosmetics brands going forward—especially when it comes to explaining the potential of beauty-from-within products such as those positioned around collagen.

As an example, in December, Modere opened its first “brand experience center” in New York’s SoHo neighborhood. The hands-on concept holds potential not just for customers, but also for the brand to gain insight into how consumers interact with and respond to the goods, as well as new products in development. The shop represents an intentional effort by the brand to expand its direct-to-consumer channel, which complements its ecommerce business.

Omnichannel retailing, research-backed multipurpose ingredients and formulations, and a continued focus on clean label and other cause-conscious platforms should be top of mind for reaching nutricosmetics customers in 2022 and beyond. And take it from me, efficacious formulas that inspire a glow don't hurt, either!

Blessings,

**Karen Butler**  
Senior Managing Editor

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# Growth and evolution in the market for nutricosmetics

by Rachel Adams



**F**rom anti-aging to healthy aging to beauty from within, it could be argued that few markets have experienced as much evolution as nutricosmetics.

Ingestible products intended to benefit hair, skin and nails, nutricosmetics were traditionally sought by consumers for their anti-aging benefits—namely, reversing physical signs of getting older, like wrinkles or thinning hair.

In a welcome shift for industry, consumers later changed direction and began seeking products that could help them age more gracefully ... versus avoiding the aging process altogether.

Today, the nutricosmetics market has expanded to welcome consumers who believe achieving glowing, radiant skin and strong hair and nails starts from within and is grounded in good nutrition.

Expected to reach US\$11.4 billion by 2027, [according to Brand Essence Market Research](#), the global market for nutricosmetics is growing as it evolves, driven by consumer trends, product innovation and effective ingredients.

Several influences are behind the burgeoning beauty-from-within market:



## 1. Beauty from the inside out

Consumers are connecting the importance of a healthy diet to a healthy, glowing appearance.

A 2021 Lycored survey, “Back to life: [Beauty and self-care in the post-pandemic world](#),” showed consumers’ “focus on beauty—and its relationship to diet—increased during lockdowns,” explained Zev Ziegler, head of global brand and marketing for health at Lycored. “As a result, one in three (32%) said they would purchase more ingestible skin care products going forward.”

This builds on [previous Lycored research](#) showing 64% of consumers believe a healthy glow is most likely created by balancing “from within” and “external” factors, Ziegler said. “Consumers today are extremely receptive to using nutraceuticals to help ensure they look as well as feel great,” he said.

Mike Hughes, head of research and insight at FMCG Gurus, agreed. “Focus has moved away from appearance being associated with beauty and, instead, with health, which is why the concept has shifted from anti-aging to healthy aging,” he said. “This is driving demand for nutricosmetics that blur the boundaries between traditional beauty products and medicine products.”

Products that combine beauty-from-within benefits with joint health and healthy aging, among others, can answer the demands of the market, Lindsey Carnett, CEO and president of Marketing Maven, advised.



## 2. A product for everyone

Another trend driving renewed interest in the beauty-from-within category? “They really are for everyone,” Ziegler suggested.

Nutricosmetics “don’t see skin color, race or age—they only see us at a cellular level,” he explained. “Our most recent consumer research found that modern consumers really

respond to products that do not target particular skin tones and colors, with 73% of U.S. respondents agreeing that they offer a platform for inclusivity.”

This trend is further supported by a growing spectrum of ages taking part in beauty-from-within supplements—namely, younger consumers. “Where in the past this market catered to an older crowd searching for anti-aging remedies, today, younger consumers are acutely aware of the effects of aging on their appearance and are pursuing solutions a lot earlier,” Elyse Lovett, vice president of marketing at Nutrition21, said.

In fact, Lycored research showed 44% of consumers under age 35 have taken a skin care supplement.

“As a result, beauty and cosmetics brands are increasingly adding nutricosmetics products to their portfolio, fueling greater awareness across all demographic groups,” Ziegler said. “That’s only going to increase demand in the months and years ahead.”



### 3. Sustainable products, please

Ziegler also pointed to growing interest in sustainable nutricosmetics, driven by increasing consumer concern over the environmental impact of traditional cosmetics.

“This is driving the push toward a more sustainable ‘blue beauty’ movement based around the impact of chemicals on people and the earth’s ecosystems,” Ziegler said. “Sustainable, natural and plant-based nutricosmetics can deliver proven beauty benefits while also offering consumers peace of mind.”

## Today’s hot ingredients

Longtime stalwart ingredients like collagen and biotin (vitamin B7) are seeing continued growth supported by innovative ingredients and applications.

Collagen continues to climb in popularity, expected to garner a global market share of more than \$3 billion by 2027 and marking a compound annual growth rate (CAGR) of 6.9% from 2019 to 2027, [according to Allied Market Research](#).

Ziegler pointed to Nutrition Business Journal’s (NBJ) [2021 Condition Specific Report](#), which shows collagen has been “enjoying double-digit growth since 2014, going from 8% of the beauty-from-within market to a 17.5% market share, making it second only to B vitamins.”

“Collagen is a major component of the human body, it’s ‘natural’ to the body—it’s a protein—and a growing body of scientific evidence is documenting the beneficial effects of collagen supplementation and connective tissue support,” Angie Rimel, marketing communications manager at GELITA, explained. Consumers associate collagen with beauty-from-within benefits, she contended.

Collagen’s market growth is welcoming innovation in formats and ingredients.

A [2022 report from Allied Market Research](#) predicted the global collagen drinks industry will nearly triple by 2030—reaching \$831.8 million, up from \$274.8 million in 2020. Women comprised the largest segment of the collagen drinks market with about two-thirds share in 2020. The Allied Market Research report said collagen’s roles in improving skin health and joint health are driving interest in collagen beverages among women, who are expected to lead category growth with a CAGR of 13.1% from 2021 to 2030.



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## Trends: Market update

Collagen ingredients encompass various types and sources, offering opportunity to further product differentiation and innovation.

Collagen peptides, a hydrolyzed form of collagen that boasts high bioavailability and versatility in application, are expected to reach \$913.1 million in 2028, [according to Emergen Research](#).

Importantly, Rimel cautioned not all collagen peptides are the same.

Selecting collagen peptide ingredients optimized for beauty-from-within applications is important to achieving success in the nutricosmetics category, Rimel suggested. Gelita's VERISOL Bioactive Collagen Peptides (BCP) have been scientifically shown to improve skin elasticity,<sup>1</sup> reduce wrinkles,<sup>2</sup> decrease cellulite<sup>3</sup> and support nail and hair growth.<sup>4</sup>

Reports have indicated the rising popularity of vegan and plant-based diets, as well as greater demands for sustainability, could affect the collagen market moving forward. [Mordor Intelligence cited](#) demands for sustainability as a growth driver of marine-sourced collagen peptides, which are a byproduct of fish production.

Likewise, the rise of veganism is increasing market share of vegan options, potentially hampering the growth of animal- and marine-sourced collagen supplements, Mordor reported. The global vegan collagen market is expected to reach \$900 million by 2028, growing at a CAGR of 9.1% from 2021 to 2028, [Data Bridge Market Research reported](#).

"Despite its vast popularity, collagen is usually animal-derived," Ziegler said. "As a result, there's a growing market for vegetarian and vegan collagen offerings."

Lycored's Lumenato ingestible skin care extract is a natural, vegan-friendly ingredient created from golden tomatoes that has been shown to help preserve and enhance collagen levels in the skin<sup>5</sup> and boost ceramides,<sup>6</sup> also supportive of healthy skin.

The Asia-Pacific region is anticipated to lead growth of the broader collagen supplements market, as well as the vegan collagen and collagen drinks markets.

In addition to collagen, Lovett cited biotin, resveratrol and hyaluronic acid as popular mainstays in the nutricosmetics category. Carnett expanded the list of popular ingredients in the category to include vitamins A, B6 and E, sterol esters, coenzyme Q10 (coQ10), beta-carotene, probiotics, lycopene, soy isoflavone proteins, omega-3 fatty acids, chondroitin and lutein.



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Marc Brush, principal at the Bend consultancy, honed his market research bona fides running Nutrition Business Journal, but now he's helping shape the pursuit of personalized health care and nutrition.

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Biotin “has been a mainstay for hair, skin and nail products because of how well it works,” Lovett stated. Biotin supports keratin, which is the main protein that makes up hair, skin and nails.<sup>7</sup> “The problem with traditional forms of biotin is its absorption, which can impact efficacy,” she explained. “This is particularly important since getting nutrients to the skin through supplements is quite challenging without proper bioavailability and absorption.”

Lovett said Nutrition21’s newly launched Lustriva—a patented complex of bonded arginine silicate and magnesium biotinate—offers fortyfold greater solubility than D-biotin, and was clinically shown to increase existing hair growth, reduce facial wrinkles and fine lines, and improve skin texture.<sup>8</sup>



### Up-and-coming ingredients

When it comes to potential up-and-coming stars in the nutricosmetics category, some experts point to colorful phytonutrient pigments.

“Carotenoids are gaining more and more recognition for their ability to nourish, balance and sustain the skin,” Ziegler shared. “They can provide a foundation that creates the best possible cellular environment for skin health and appearance.”

Carotenoids are further strengthened by their ability to work synergistically with collagen by supporting a healthy microcellular environment that collagen needs to thrive, Ziegler said. Likewise, carotenoids complement the skin-enhancing effects of collagen. “Collagen’s primary role is structural, while carotenoids have been shown to improve the color and therefore attractiveness of the skin,”<sup>9</sup> he said, offering the example of Lycored’s carotenoid product Lycoderm, a blend of tomato phytonutrients and rosemary leaf, as a potential partner for collagen.

Hughes highlighted the potential of two carotenoids—zeaxanthin and lutein—to make a splash in the nutricosmetics market in coming years.

“Over the next couple of years, we expect the awareness and popularity of zeaxanthin to grow among consumers,” he said. “Similarly, we also expect the popularity of lutein to grow, as well. Although this is an ingredient that is also relatively unknown and more associated with eye and cognitive health, more will also become known about the benefits it can have on skin.” ✨



Rachel Adams joined Informa’s Health & Nutrition Network in 2013. Her career in the natural products industry started with a food and beverage focus before transitioning into her role as managing editor of Natural Products Insider, where she covered the dietary supplement industry. Adams left Informa Markets in 2019.

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## Nutricosmetic launches in 2021 chart course for trends

by Danielle Rose



**B**eauty is overwhelmingly addressed from the outside in, but brands with 2021 nutricosmetic launches—such as those meeting consumer desire for nutricosmetic powders—boost the growing awareness of nutricosmetic trends and bring welcomed attention to the beauty-from-within category.

According to data provided by ClearCut Analytics and SPINS, the hair, skin and nail supplement subcategory on Amazon experienced 29% year-over-year (YoY) growth during the past 24 months, with capsules seeing a 41% increase. Collagen, particularly marine collagen, dominates the category. Nutricosmetic powders, however, are the fastest-growing delivery format with 68% expansion. Most powders contain collagen, predominantly from bovine sources, with pure collagen powders topping the list.

The following companies are among those with 2021 nutricosmetic launches, whether with new products, technologies or package redesigns, fueling the industry’s continued reimagining of the category.

### Hair growth = sales growth

Viviscal’s Women’s Hair Growth Supplement is a new product entrant in the top 20, according to ClearCut. Listed for the first time in July 2020, it now ranks 12th in overall revenue, boasting the highest growth, followed by Nutrafol’s Women’s Balance Clinically Proven Hair Growth Supplement. Both contain marine collagen.

### Redesign for the win

BioCell Collagen is a synergistic ingredient containing hydrolyzed collagen II, hyaluronic acid and chondroitin sulfate. Developed and distributed by BioCell Technology, a daily dose of 1 g of BioCell Collagen was found to reduce common signs of UVB-induced aging, including facial lines and wrinkles;<sup>1</sup> reduce crow’s-feet; improve skin elasticity and moisture content/retention; and boost hyaluronic acid.<sup>2,3</sup>

Hyaluronic Acid to Collagen HA Complex by Solgar, formulated with BioCell Collagen, recently received a packaging face-lift. Although sales were successful with the original labeling, “Hyaluronic Acid 120 mg,” the company made a small but significant change to: “Collagen Hyaluronic Acid Complex,” including more health claims and redesigned packaging.

In part thanks to the redesign, as of September 2021, the product showed an increase in sales of over 400% compared to the 12 weeks prior. Additionally, the company secured global distribution at Whole Foods Market and participated in its popular Beauty Bag promotion, which prompted a \$6,800 increase in sales (1,900% in unit sales) during the first weeks following the promotion.

“These are all very impressive numbers, and we are extremely happy with how our partnership with BioCell has continued to demonstrate Solgar as a leader in the marketplace,” said Liza Boone, manager of sales education at Solgar.

## Trends: Formulation and products

Solgar has complemented these marketing changes by meeting consumer demand for knowledge and science-based solutions. The brand regularly hosts live webinars and trainings to educate store employees on a broader retail sales level. It also provides educational information sheets that offer customers and sales teams a deeper understanding of the products and how they work.

### Moisture boost

Soft Gel Technologies innovated hyaluronic acid under the brand Injuv. A high molecular weight substance, hyaluronic acid is too large to be effectively absorbed orally. In an unpublished internal study, participants took two Injuv softgels or placebo twice daily for 30 consecutive days. Those taking the hyaluronic acid complex showed significant improvement in skin moisture, compared to their status before the test, as well as to the control group. Developed utilizing softgel advancements, Injuv offers new possibilities to ingredients previously considered too difficult to encapsulate, offering branded ingredients that supplement manufacturers can utilize in their own custom formulas.

### Clean label continues to rise

Laboratoire PYC France has been a nutricosmetics player across Europe and Asia for over a decade with collagen-based food supplements. The company recently launched a clean label collagen formula in a “doypack” stand-up pouch, a delivery format gaining interest in the food supplements arena, according to Aurélie De Schuyteneer, Laboratoire marketing manager.

Studies have indicated that when taken orally, collagen can improve hydration, firmness and elasticity of the skin,<sup>4</sup> and in its hydrolyzed form has a significantly higher absorption rate.<sup>5</sup> Vitamin C, on the other hand, has been shown to contribute to normal collagen formation.<sup>6</sup> Laboratoire’s collagen and vitamin C combination contains a simple blend of acerola extract, fruit powders and natural flavors combined with fish collagen hydrolysate, and sweetened with steviol glycosides.

“The Laboratoire PYC R&D [research and development] team has chosen to reduce the list of ingredients to a minimum,” De Schuyteneer stated. “The idea is that everyone can consume their food supplement for its health benefits and without superfluous ingredients.”





**According to data provided by ClearCut Analytics and SPINS, the hair, skin and nail supplement subcategory on Amazon experienced 29% year-over-year (YoY) growth during the past 24 months, with capsules seeing a 41% increase.**

### Ready-to-mix/-drink, ready to soar

Another September 2021 nutricosmetic launch, Nu Skin's Beauty Focus Collagen+, combines bioactive collagen peptides with lutein and phytoceramides. It is available as either a ready-made naturally flavored peach drink, or an orange flavored nutricosmetic powder.

Shelly Hester, Ph.D., RD, Nu Skin's senior scientist for global product research, explained, "We chose a collagen peptide ingredient that was well-studied in clinicals to show skin benefits."<sup>7</sup> Some of the potential benefits can include reducing the appearance of wrinkles, as well as improving moisture, elasticity and regeneration of the skin.<sup>8,9</sup> "Additionally, our marketing group has found that skin hydration and moisturization is one of the biggest things consumers are looking for," she suggested.

Phytoceramides taken from wheat lipid extract are similar to the long-chain fatty acid naturally occurring in the skin and have been found to help keep the skin's moisture barrier healthy and hydrated.<sup>10</sup> The carotenoid lutein, an antioxidant derived from marigold flowers, promotes radiance and protects against oxidative stress such as sunlight and blue light.<sup>7</sup> Clinical studies have shown that when combined, these ingredients boost collagen and elastin production, support skin hydration, and diminish fine lines and wrinkles, while providing antioxidant support against environmental stressors.<sup>7</sup> The same study showed that when used daily with the ageLOC LumiSpa cleaning device, Beauty Focus Collagen+ showed greater improvement than with the LumiSpa alone.

"Scientifically we thought it could work," Hester said, "but we were excited when we got the results. It demonstrates beauty-from-within by preparing your skin from within to better receive those topical treatments."

The study also showed significant increases in skin carotenoids after one month of use. NuSkin sales affiliates are provided with a biophotonic scanner that measures skin carotenoids, allowing them to provide purchasers with a demonstration of the product's efficacy in their own skin care routine.

### Complementing nutricosmetics

As a female-led beauty care company with a vision of educating women on beauty from the inside out, Reserveage has already established itself in the sector with a full line of beauty-from-within products including collagen chews, resveratrol powders and keratin capsules, to name a few.

The brand's newly launched Pro-Collagen Booster Skincare Collection has expanded that vision by complementing its nutricosmetic collagen lineup with a collagen topical. In general, it isn't possible or effective to absorb collagen topically, which is why the ingredient is most well-known for its nutraceutical use. However, the proprietary blend of nine clinically studied ingredients, combined with exclusive technology that incorporates microencapsulated copper peptides, can be effectively and safely absorbed by the skin for a comprehensive inside-out skin care routine.<sup>11,12,13</sup>



# Targeted Collagens for Women's Dynamic Lifestyles

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“The beauty industry is shifting with growing interest from consumers around what they are putting in their body to address beauty concerns, not just on their body,” said Yamit Sadok, senior director of marketing. “Reserveage is already positioned as a premium beauty brand with collagen-boosting nutritionals, and our new Pro-Collagen Booster Skincare Collection is complementary to the supplement line, establishing our inner and outer beauty portfolio.”

### Conscious coconut oil

Pure coconut oil provides both internal and topical benefits.<sup>14</sup> Coconut oil’s healthy fats are easily digestible and readily available. It contains lauric acid, a known antimicrobial<sup>15</sup> and antifungal<sup>16</sup> that provides hydration<sup>17</sup> while reducing inflammation<sup>18</sup> and the appearance of wrinkles.<sup>7</sup> It is also high in vitamin E and antioxidants, which can mitigate core causes of aging, keeping skin protected and looking soft, youthful and glowing.

Coconut oil can easily be incorporated in applications ranging from dressings to baked goods, and people are also adding it to coffee and tea. It has a folk reputation of use in oral “oil pulling,” which is thought to help remove toxins as part of a natural deep cleansing process.<sup>19</sup>

“Coconut oil encourages the skin to increase collagen production, which helps skin cells repair and strengthen themselves,”<sup>14</sup> maintained Conscious Coconut founder Danielle Conte. The brand produces fair-trade, cold-pressed, pure organic food-grade coconut oil. “Coconut oil’s vitamin E can also help repair hair, keeping it looking shiny and feeling soft.”<sup>14</sup>

In 2021, the company launched a sustainable, travel-ready hair mask kit that includes a box of five organic coconut oil packets that can be used as both an external hair mask, and ingested to help strengthen hair from inside and out.

“Coconut oil has been used around the world as a hair conditioner/treatment for generations, so this was a fun product to put together,” Conte said. “Conscious Coconut is brimming with healthy fats such as medium-chain triglycerides [MCTs].”



### Target: Inflammaging

SwellNoMore, a natural herbal supplement by Nutritional Solutions, contains 12 diuretics and five anti-inflammatories aimed at helping relieve inflamed tissue around the eyes, face and joints. In early 2022, the company will be launching a powdered delivery format.

Danelle Farrell, director of marketing nutritional solutions at SwellNoMore shared, “We spend a lot of time and research on ingredients, and always strive to offer different unique formulations from what is currently being offered, and to not only just include a few herbs but to incorporate a lot of them.”

The functional ingredients in SwellNoMore offer additional skin benefits. Turmeric helps promote healthy, glowing skin due to its antioxidant, anti-inflammatory, skin regenerative and detoxification properties;<sup>20</sup> green tea<sup>21</sup> and dandelion root<sup>22</sup> help to repair and regenerate damaged skin cells; and hydrangea root helps improve wrinkles, elasticity, hydration and texture.<sup>23</sup> ✨

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### Anti-aging scientist IDs ingredient that extends life span and health span – podcast

Veteran anti-aging researcher Brian Kennedy, director of the Center for Healthy Longevity at the National University of Singapore, discusses alpha-ketoglutarate (LifeAKG) study results and the regulation of biomarkers.

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# Shifting consumer expectations of the beauty category

by Karen Young



**T**he merging of beauty and nutrition has never been more evident. American consumers, long straggling behind their European and Asian neighbors, are finally understanding and embracing the connection: **What people put in their bodies can be a meaningful addition to what they put on their bodies.**

Despite the increased revelation, an enormous amount of research has not yet arrived for consumers who want and need more than myths, grandmother's stories and marketing speak about the potential of these types of products. But it is great progress, nonetheless.

Consumers globally—and particularly in the U.S.—have been moving to a more holistic approach to general health for several years. Finally it's sinking in that wellness requires a multiprong approach with nutrition, stress management, sleep and recovery, exercise, mental health and relationships being critical pathways to healthy living.

Moving into two years of Covid and the confined behavior that came with it, many consumers simplified beauty routines, even as more time became available to use personal care products. It seems people have reprioritized many aspects of their lives, as viewed through the pandemic lens: Simple, efficacious, convenient and pleasant-to-use all became table stakes for beauty products. And although multitasking isn't efficient in many areas of life, when it comes to beauty, health and wellness, synergies definitely exist.

From retailers to bloggers, everyone is talking about beauty and wellness; in the same breath, their relationships intertwined.

Skin care, as a category, has been quite resilient during Covid. Supplements have grown enormously. Vitamin, mineral and supplement sales have risen 21% since the pandemic began, [according to market research firm IRI](#), with market shares of certain types of supplements increasing exponentially.

Some frequently searched and purchased beauty supplements include vitamins A, C, D, E and an endless list of other antioxidants, zinc, probiotics—the global market for probiotics, both topical and ingestible, will hit \$61 billion this year, [per MarketsandMarkets research](#)—mushrooms, tea, kombucha and various other fermented ingredients, biotin, collagen, omega-3, omega-6, omega-9, niacin, polyphenols ... the list is long. Immune boosters and sleep aids are also at the top of the list, with plenty of help from Covid. According to proprietary [Euromonitor](#) data, oral beauty supplements in the U.S. reached \$8.5 billion in 2020.

Additionally, [IRI found](#) that 37% of Americans believe food (and ingestibles) is a better “medicine” than medicine. Nearly three-fourths (74%) of consumers surveyed planned to lead a healthier lifestyle in 2021, and 54% said they’d purchase healthier foods.

Today’s beauty “experience” is more than just topical products of all shapes, sizes and prices. The experience runs through sexual health, better sleep, emotional well-being, ingestible nutrition and everything in between.

Holistic self-care has become the latest bright shiny object.

Brands young and “old” are becoming increasingly lifestyle oriented, understanding the long-standing silos of health, so long separated in the U.S., are now coexisting and thriving under one roof.

Thanks to the increase in the number of indie brands in recent years (now 20% of total beauty and 57% of skin care, as shared in a [Beauty Independent webinar](#)), the storytelling process is very different. Young, independent brands often embrace the collaboration of beauty “inside and out” without challenge.

The following brands use the “beauty inside and out” approach:

### Good Faith

Positioned as “redefining skincare + supplements,” [Good Faith’s website](#) notes, “We think about skin and wellness differently. To us, they are a whole integrated system where skincare and supplements together make a greater impact for long-term skin health. It shouldn’t be overwhelming, and it’s our goal to simplify your self-care routine.”

### Murad Inc.

Howard Murad, M.D., a board-certified dermatologist to the beauty world, launched his clinical skin care line in 1989. According to the [Murad’s website](#), his manifesto was simple: “Skincare is healthcare.” He has been a proponent of skin-supportive supplements since early in his practice and offered three in his product lineup.

Unilever purchased Murad in 2015 and went on to purchase several other supplement brands, including Olly, Onnit and SmartyPants.



## Magical mushrooms

The ubiquitous mushroom is showing up in a wide variety of applications, including topical skin care, supplements and as vegan leather. One study suggested a component of medicinal mushrooms may have anti-inflammatory, antioxidant and photoprotective effects that could aid in improving facial wrinkles (*Arch Dermatol Res.* 2016;308[3]:183-192).

Some companies making the most of the mushrooms-in-beauty craze are:

### SuperMush

[SuperMush](#) is an on-the-go daily mouth spray touting a condensed version of 20 g functional mushrooms and superfoods. Formulations are targeted for energy, immunity and chill, and draw from cordyceps (*Cordyceps sinensis*), reishi (*Ganoderma lingzhi*) and lion’s mane (*Hericium erinaceus*) mushrooms.

### Supermood Egoboost

Boasting hand-picked natural Finnish Chaga mushroom as a key ingredient, this [Eyes Wide Open Serum](#) sets out to deliver antioxidant support for an eye-opening experience.

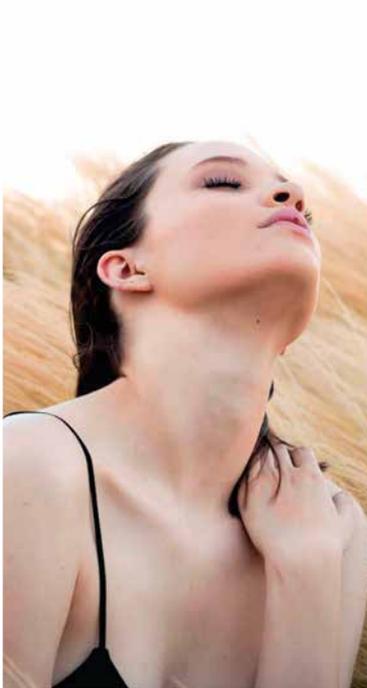
### Youth to the People

A proprietary blend of fermented reishi extract along with rhodiola (*Rhodiola rosea*) and ashwagandha (*Withania somnifera*) unite in this [Adaptogen Deep Moisture Cream](#).

# Nutricosmetics driven by science

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- 500** volunteers
- 10** scientific publications

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Today's beauty 'experience' is more than just topical products of all shapes, sizes and prices. The experience runs through sexual health, better sleep, emotional well-being, ingestible nutrition and everything in between.



### RMS beauty

Rose-Marie Swift launched her makeup line 12 years ago, long before “clean,” “organic” and “natural” became mainstream beauty buzzwords. More recently, she added rms beauty within, two supplements the [rms beauty website](#) states were “formulated to promote overall beauty and well-being to improve skin as well as support health & well-being.” One contains synbiotics (probiotics + prebiotics), and the other features enzymes to support women’s digestive health.

Swift has been cited in numerous interviews as maintaining, “The skin is a mirror to your gut.”

Beauty inside and out is here to stay. Bad nutrition cannot possibly bring good results. While supplements cannot and should not replace a diet of healthy food, supplementation demonstrates a desire on the part of the consumer to focus actively on wellness and prevention and be less reliant on medication to fix a problem.

Marketers would be smart to continue the emphasis on a holistic or “wholistic” approach—not only to beauty, but overall health and wellness, too. Covid forced people to reevaluate their lifestyles—healthy or otherwise—and may also have encouraged a widespread movement to continue (or even just begin) making better choices. ✨



Before opening [The Young Group](#) in 1999, Karen Young held executive titles in marketing and product development at Lancôme and Estée Lauder. An active board member of Fashion Group International, Young is a certified personal trainer and nutritionist who divides her time between her New York and Paris offices. She has worked extensively in all categories of the cosmetic industry, developing concepts and products for RoC, Bath and Body Works, Neutrogena, e.l.f, Vichy and Oribe. Young has also worked on numerous established brands in the beauty category, including Christian Dior Beauté, Shiseido, Bumble & bumble, Dove and Paula’s Choice.



### How to market branded ingredients with integrity – podcast

Eric Anderson has been at the forefront of marketing evidence-based, IP-protected ingredients to quality-forward responsible brands, and shares his insights with Insider Senior Editor Todd Runestad.

[naturalproductsinsider.com/ingredients/how-market-branded-ingredients-integrity-podcast](https://naturalproductsinsider.com/ingredients/how-market-branded-ingredients-integrity-podcast)

# New research on aging beautifully with Lycoderm™

We're so proud to be able to share the results of a new study entitled *The Effect of Oral Supplement Lycopene on Reducing the Signs of Skin Aging*.

The placebo-controlled study tracked the effects of **Lycoderm™** capsule supplementation on 60 women between the ages of 35 and 55 for 16 weeks. And the results were striking. Not only did we observe statistically significant improvements to various skin parameters including texture, hydration, line severity and smoothness, but we also gathered high-res before and after pics of participants' faces with an impact you have to see to believe.

It all confirms what we've long believed and anecdotally observed: carotenoid supplementation not only helps build up a reservoir of nutrients that help balance our skin's response to environmental stresses such as from the effects of UV rays, but it can also be the foundation for aging beautifully.



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# As the nutricosmetics category grows, so perhaps does the scrutiny

by Jennifer Adams

**S**taying in has never looked so good! With more consumers focusing on self-care and their beauty regimens, the nutricosmetic space has continued to grow. A business-friendly decision in a class action litigation—combined with a seemingly low enforcement interest from regulators—points to the category growing even more.

“Nutricosmetics” and “beauty from within” are industry terms for dietary supplements promoted for uses that most associate with topical cosmetic products. Beauty store aisles now feature side by side both traditional cosmetics and beauty pills and gummies geared toward supporting thicker, stronger hair; glowing, clear skin; and the ever-elusive wrinkle reduction. Conventional foods are getting in on the action, too, with collagen-fortified foods becoming increasingly popular.

## Market status: Resilience and growth

Despite almost two years of quarantining yo-yo, the beauty market overall has shown astounding resilience and in fact, growth in many categories. Beauty from within is no exception, with a current market valuation at about US\$6.9 billion in 2020, according to “[Nutricosmetics Market – Growth, Trends, COVID-19 Impact, and Forecasts \(2021-2026\)](#)” by Mordor Intelligence. The report estimated a compound annual growth rate (CAGR) of 8.05% over the next five years. While Asia continues to be the top market, North America is growing at the highest CAGR. One possible reason for the continued demand is a growing consumer understanding that when it comes to maintaining a youthful appearance, what goes into one’s body is just as important as what goes on it, and that many aspects of appearance can be affected by diet.

## Legal status: Supplements vs. topicals

Beauty supplements are uniquely positioned, as they arguably have a regulatory claims advantage over traditional topical cosmetics. While topical lotions and serums are limited to claims related to “beautifying” and improving *appearance*, the Federal Food, Drug and Cosmetic Act (FDCA) allows dietary supplements to claim they actually affect the structure or function of the body. This means a dietary supplement, if supported



by adequate science, can claim to get rid of wrinkles themselves, as opposed to a topical serum that may only claim to reduce wrinkles' appearance. Other examples are clearing up (non-cystic) acne and strengthening hair and nails. But supplements still cannot bear disease treatment or other drug claims, such as relieving psoriasis, dandruff or providing ultraviolet B (UVB) protection—sun protection factor or SPF.

### Stagnant regulatory enforcement

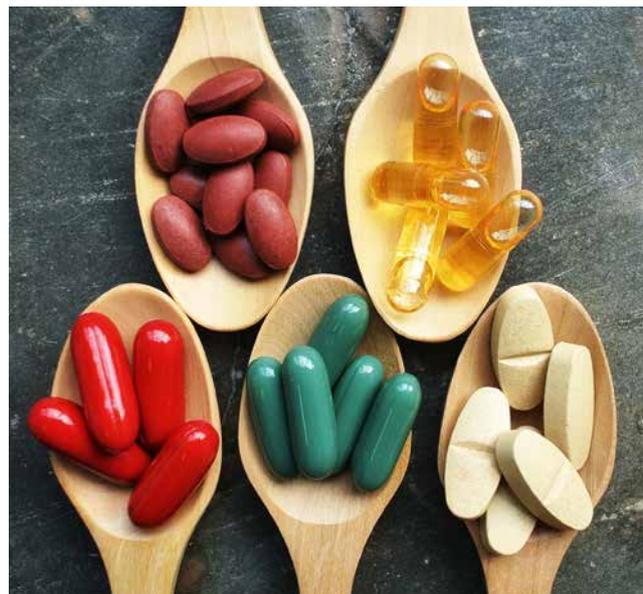
With the ongoing pandemic, one could say regulators have been a little preoccupied on more important matters than products that claim to make people look better. Due to the focus on keeping false COVID-related claims and unsafe therapies out of the market, nutricosmetics do not seem to be at the top of the priority list enforcement action has been sparse in this category of late.

FDA sent a wave of warning letters in 2018 to companies marketing dietary supplements as providing sun-protection benefits, but since then, has been fairly quiet. FTC has taken action against a few beauty-from-within companies in the last few years, but these have been primarily focused on subscription and free-trial related issues, rather than product efficacy claims. Similarly, the National Advertising Division (NAD) appears to be occupied elsewhere and has not scrutinized beauty dietary supplements recently.

### Class action victory

While all may be quiet on the regulatory front, consumer class actions are at an all-time high. False advertising is the most frequent allegation nutricosmetics face, i.e., that a product does not provide the claimed benefits.

It is fairly well-established that in a class action proceeding, the plaintiffs cannot simply allege a claim is false and make a company prove otherwise. In that way, it differs from an FTC investigation or NAD proceeding. Instead, plaintiffs must provide some scientific basis that tends to show falsity. This can be tricky to allege and win for a variety of reasons, mostly because consistent, high-quality evidence needs to show the product does not have the claimed effects. Given these barriers, consumer class actions targeting nutricosmetics have tried some more novel theories of how a claim is false.



Fortunately, one of these new theories was soundly rejected in early 2021. In *Greenberg v. Target*, a consumer alleged that a biotin supplement's claim "helps support healthy hair and skin" was false because the majority of the population ingests enough biotin in their diet that they would not derive any additional benefit from the supplement (that is, the claim is only accurate for the very few whom have a severe biotin deficiency). The district court soundly rejected this theory as contrary to FDCA requirements. The 9<sup>th</sup> Circuit Court of Appeals affirmed in early 2021, finding "manufacturers may make structure/function claims about a nutrient's general role on the human body without disclosing whether the product will provide a health benefit to each consumer." This confirmed that substantiation many nutricosmetics rely on to support carefully tailored claims should be sufficient and not be fodder for a class action.



### Looking ahead

While scrutiny around the category may not be high at the moment, this doesn't mean companies should get complacent. If one thing is proven true time and time again, it's that the bigger a category gets, the more scrutiny it faces. With the beauty-from-within category growing each year, it may get back on regulators' radars as they reprioritize enforcement in 2022 and beyond. Strong substantiation—and ensuring that claims match it—is where companies should secure a solid foundation as nutricosmetics continue to expand. ✨



Jennifer Adams is a partner at [Amin Talati Wasserman](#), specializing in advertising and regulatory matters. Her practice focuses on defending cosmetic, food, dietary supplement, over-the-counter (OTC) drug, and animal food companies in challenges from FTC, FDA, state attorneys general and consumer class actions. Adams also advises on a wide variety of advertising issues, including claim compliance, substantiation and risk mitigation.

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