Beauty doesn’t just come in a cream or a serum anymore; it can be chewed and popped and sipped—it’s beauty from within. (Isn’t that what they’ve been telling us matters all along?)
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Beauty with Flavor

One of my favorite times of year is spring. Everything is new again; everything is sprouting and fresh and blooming. New York City is bustling with outdoor events and markets, and, my personal favorite—outdoor food and wine tastings. This month, in the name of spring and all it brings, we’re talking beauty food and drink, i.e., beauty from within.

Although a wine that benefits skin and hair has yet to be produced, lots of other fun and creative (and successful) products have launched in the past few years. Sure, the U.S. nutricosmetics market has struggled, and growth has been either sluggish or non-existent; but, many companies aren’t shying away because of this. Plus, instead of working in competition with topicals, nutricosmetics work synergistically with them. Creativity is brewing in and out of the lab, giving the beauty-from-within market plenty of room to be playful and colorful during product development.

Salute!

Alissa Marrapodi
Cosmetics Editor
amarrapodi@vpico.com
@AlissaMarrapodi

Instead of working in competition with topicals, nutricosmetics work synergistically with them.
Although the nutraceutical market is only a few decades old, it’s expected to grow 7 percent annually, from $345 billion in 2011 to $450 billion in 2015. That puts it among the greatest opportunities for consumer packaged goods (CPG) companies and their suppliers, according to PMMI’s Nutraceuticals Market Assessment, released this month.

“Nutraceuticals are a relatively new product category, but their growth has been amazing in the last few years,” said Jorge Izquierdo, vice president of market development, PMMI. “Encompassing a range of food-based products with medical or health benefits, the segment touches several major markets including food, pharmaceuticals and beverages.”
Some high-profile brands such as Borba, have garnered media attention; but a quick look into the beauty-related nutricosmetics industry tell a less upbeat tale.

Nutraceutical sales in China ($15 billion) and India ($2 billion) mark key areas of growth, as do nutraceutical beverages, which PMMI expects to see grow 9 percent annually through 2015. However, with increased FDA regulation of the nutraceutical industry and the release of new dietary ingredient (NDI) draft guidance, industry consolidation is likely, according to the report.

However, when it comes to ingestible products boasting their beauty benefits to hair and skin, the U.S. market has been on the decline since 2006. Is it that U.S. consumers are suspicious because they often believe in instant results and nutricosmetics seem too “abstract” since they take longer to show results?

Some high-profile brands, such as Borba, have garnered media attention; but a quick look into the beauty-related nutricosmetics industry tell a less upbeat tale. Dove Beautiful, a chocolate bar boasting skin-care benefits has been pulled from store shelves. Frutels, an acne treatment in the form of chocolate candy, looks to be out of business. Nestle’s Glowelle, a beauty drink that was sold both ready-made and in powder form is no longer on the market. Crystal Light no longer sports “Skin Essentials.” Clif Bar no longer offers its skin-health slanted tea cake in the Luna Bar line.

Yet there are still some major players committed to making it big in nutracueticals. Votre Vu’s SnapDragon beverage, which has been the company’s top seller for three years, blends drinkable collagen, calcium, seven essential daily vitamins and botanicals such as mango, pomegranate and acai berry juices, green white and red teas, aloe vera and more. Rolled out in 2010, YouTonics have been engineered using a hydrolyzed collagen to combine the power of porcine collagen, plus amino acids. A 1 oz.-daily serving delivers 16 g of protein and provides significant anti-aging advantages and overall health benefits, according to the company.
Supplements designed for hair, skin and nails remain the biggest piece of the nutricosmetics market, according to industry observers. Lifes2good, maker of Viviscal, a hair loss supplement product that targets thinning hair, is expanding with a new SKU for women with “hurt and damaged” hair. Jarrow Formulas has rolled out a new skin-specific supplement called Skin L&P, which contains antioxidant and “clinically tested ingredients known to reduce skin cell damage and associated production of pigments”.

Still, the symbiotic relationship between health and beauty, and the overarching anti-aging/wellness trend could be a reason behind some recent high-profile investments by some of the biggest players in personal care. In May 2012, Amway invested $180 million to significantly expand U.S. manufacturing and processing capacity for Nutrilite vitamin, mineral and dietary supplement.

Amy Ziegler, a global personal care analyst with Mintel, contends beauty brands have the best opportunity to leverage their expertise in the inner beauty market. “Consumers can relate to their expertise. They can segue into the category and can bring in more consumers,” she said.

Proponents believe the inner beauty concept will sink in with U.S. consumers simply because they demand results and they aren’t getting that with lotions, creams, salves and serums alone.

Yana Grammer is a product developer and marketing consultant to the beauty industry with more than 16 years of experience bringing industry-leading skin care, hair care and cosmetic brands to market. She offers a creative, hands-on approach to the product development process – breathing innovative products to life from inception throughout the entire product lifecycle. Contact her at YGrammer@gmail.com.
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A little over two years ago, I immersed myself in researching vitamin D and its relationship to most chronic skin conditions such as rosacea, psoriasis, vitiligo and heavy wrinkling. As I spoke with research and medical specialists, I grew to appreciate the critical importance of enhancing vitamin D health inside and out.

At Skin Authority, we knew we had the expertise to deliver a full-spectrum topical vitamin D serum, but what about the internal component? Just as we don’t use fragrances, dyes or parabens in our skin care, we wanted a natural, whole-food solution to supercharge internal levels of vitamin D. Outside of supplements, no commercial solutions had existed.

Through this journey, I was introduced to Dole Nutrition Institute and the group’s senior VP, Jennifer Grossman. Dole had uncovered the key component to providing easy access to a diet rich with vitamin D: a natural, whole-food source of vitamin D that could be easily added to anyone’s daily lifestyle without the need to shop for unique foods or cook special diets.

UNITING SKIN CARE AND NUTRITION

Our common vision that health is an inside-out concern led to the creation of a new category of product—Nutritopicals™—products that combine an internal food source with external topical nutrition in one solution. The Vita D Illuminating Duo is the first product in this category.

The Duo incorporates:

- A whole-food spice powder consisting of Dole’s 100-percent vegan, plant-based source of vitamin D, making it easy to sprinkle vitamin D on foods and beverages throughout the day.
- A topical elixir to provide full-spectrum vitamin D to the surface layers of the skin through daily application.
FORGING A SOLID PARTNERSHIP FOR THOROUGH R&D

As the innovation and product development team from a nutrition company is truly going to offer a different point of view than that of an innovation team from a skin care company, there were distinct advantages as well as lessons learned during research & development (R&D):

For Skin Authority, the biggest benefit of working with a major company is there is a tremendous amount of thought and process that goes into the R&D. This gave my team a great deal of confidence in the quality control and knowing the final technology would be perfect. Of course, there’s the marketing advantage in being associated with a respected brand leader.

For Dole Nutrition Institute, the advantage in working with Skin Authority was that it’s small and fast-moving. We can hit the market quicker, be more responsive, and go after smaller test markets.

There was a good lesson for all of us on how to work with a company that is not equal to yours in size. Smaller, entrepreneurial companies move quickly; large, established companies look at projects three to five years out. In skin care, you have to think about turning new innovations into products quickly. There was a process of finding ways to have patience with one another. In the end, the partnership makes an established company like Dole look more current and present, while making a company like Skin Authority better with R&D.

The partnership makes sense as we each enhanced the other’s brand. Two years later, we brought these one-of-a-kind products and technology to market and by year end will be in 500 stores.

“We believe not just in leading a long and healthy life, but living life to the fullest; and that includes looking as good as you feel. It’s clear that good nutrition has an impact on decelerating the aging process, and taking care of your skin with the right products should be part of the equation,” Grossman said.

With two decades in the beauty and wellness industries, Celeste Hilling is the founder, CEO and product formulator for Skin Authority. Hilling is a respected speaker and media resource on skin care, healthy lifestyles, self-esteem and business.
Design Spotlight: Deo Perfume Candy

In 2006, Japanese scientists showed, when ingested, aromatic compounds such as geraniol can be exuded through the skin. Geraniol is a natural antioxidant that is found in plants such as rose, lavender and vanilla. Once consumed, geraniol leaves the body through its pores, creating a naturally sweet smell that can last for hours.

Based on this research, ingredient manufacturer Beneo and Bulgarian confectionery company Alpi Commerce collaborated to design a new functional food—Deo Perfume Candy. The rose-smelling candy is made in two versions—sugar, made with sugar, glucose syrup, citric acid, malic acid, geraniol, rose oil, carmine and natural tangerine flavor; and sugar-free, made with Beneo’s sugar replacer ISOMALT, naturally derived from sugar beet, and acesulfame potassium, citric acid, malic acid, geraniol, rose oil and natural tangerine flavor.

To experience the rose fragrance, one serving size (two to four pieces) is recommended to a person weighing 145 lbs shortly before doing a physical activity that would induce perspiration—working out, dancing, etc.

Consumer response? Many customers said they enjoyed the taste and experienced the fragrant effect. Some reported they did not experience the rose fragrance. This is understandable, since, although enhanced by Isomalt, the strength and duration of the rose fragrance is naturally dependent upon the individual diet, metabolism and body weight. What Deo isn’t: a deodorant replacement nor is it designed to specifically target the causes of body odor.
Nutricosmetics
Then & Now

by Paula Simpson

From the beginning of this century nutricosmetics or beauty from within products have appeared on and off within the natural health and cosmetics sectors. Through this time, attempts by major nutrition and beauty giants have had, at best, only marginal success in attracting a loyal consumer. This is a market category that has definitely had its challenges but has continued to push through to find its stake within the market.

Have Nutricosmetics Finally Found Their Sweet Spot?

As a formulation and branding expert, I have experienced both the challenging and rewarding times within this market category. What intrigues me about the market now and its potential success is two fold:

1. Improved Technology & Innovation: The introduction of innovative brands and/or more efficacious formulations have surfaced this past year. Products now cater to all lifestyles and preferences making pills no longer the mainstream form of product. Products today are more integrative to complement hectic lifestyles. Tinctures, beverages/teas, functional foods (such as chews, bars) are now marketed within the nutricosmetic sector. And although the latest products may offer more sophisticated formulations and technologies, their marketing message remains simple.
Broader Scope to Market & Accessibility:

Products are now targeted to a broader demographic, are more convenient and less costly to purchase; and technological advances (such as social media) offer real consumer testimonials and interaction of their experiences with the product.

This combined with growing consumer interest in natural and preventative lifestyles that will support healthy aging both “inside and out” make this year one to watch for nutricosmetics.

Paula Simpson is an industry expert and consultant for the nutraceutical, weight loss and medical aesthetics industries. Her role as a scientific evaluator and regulatory consultant for some of the top nutraceutical companies has solidified her reputation as a leader in R&D for natural health products. She was also the co-founder and one of the formulators behind the GliSODin Skin Nutrients nutricosmetic line, and is contributing editor to many medical aesthetic and beauty publications in North America.
SupplySide Cosmetics Insights is a comprehensive destination site where cosmetic, personal care and cosmeceutical companies find premium content, video, digital magazines and reports centered on understanding how new ingredients, processes and formulations fuel the most popular cosmetic categories, including skin care, anti-aging, beauty products, sun care and more.

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Global Accounts Director
Jim Wagner
(480) 990-1101 ext. 1123
jwagner@vpico.com

Cosmetics Editor
Alissa Marrapodi
(480) 990-1101 ext. 1325
amarrapodi@vpico.com

Marketing Manager
Melissa Berglund
(480) 990-1101 ext. 1699
mberglund@vpico.com

Vice President, Health & Nutrition
Jon Benninger

Vice President, Content, Health & Nutrition
Heather Granato

Vice President, Marketing Services
Danielle Dunlap

Art Director, Health & Nutrition
Andrew Rosseau

Art Director
Patti Valdez

Advertising Art Director
Matt Courter

Media Operations Manager
Melissa Ewing mewing@vpico.com
(480) 990-1101 ext. 1522

Reprint Manager
Jennifer Thompson jthompson@vpico.com
(480) 990-1101 ext. 1170

VIRGO Publishing, LLC

Chief Executive Officer
John Siefert

Executive Vice President/CFO
Kelly Ridley

Controller
Jennifer Janos

Senior Vice President, Human Resources
Heather Wood