



NUTRICOSMETICS

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The term nutricosmetics describes to nutritional supplements which can support the function and the structure of the skin. Many micronutrients like Vitamin A,C,E , have got a well established anti-oxidant effect that reduce the impact of free radicals in the skin. They also have a vital function in the production of collagen in the dermis. Other micronutrients e.g. some omega-3&6 fatty acids, carotenes and flavonoids protect the skin from the damaging effects of Ultraviolet (UV) light exposure, which may lead to accelerated skin ageing and wrinkle formation.



NUTRICOSMETICS :

- Combination of Nutritive and Cosmetic values.
- Promote the concept of beauty through healthy food drinks.
- Nutraceuticals ----- Cosmeceuticals ----- Nutricosmetics
- Health + Beauty
- Increasing demand for natural products and effects of global warming.
- Eco- friendly nature.
- Wide acceptance throughout the world.



Nutraceuticals join Cosmeceuticals as a growth market:

- Today's - image conscious consumers are being seduced by this trend.
- Natural occurring ingredients are mainly used.
- No or minimal side effects.
- “Key to a beautiful face is a healthy body”.
- “Emotional” – issues that can win the consumers heart.
- Female consumers drive nutricosmetics market.
- Consumers are always interested in maintaining youthful appearance.





Nutricosmetics are of two main categories:

a) Pill type nutricosmetics:

- Ingested as pills for purposes such as antiageing and skin care.
- Popular brands : Inneov by L'oreal and Nestle , Imedeen by Ferrosan, Olay line by Procter & Gamble .

b) Drinkable nutricosmetics:

- Taken generally in liquid form, fortified with antioxidants, minerals and vitamins for better skin care and body health.
- Popular brands : Essensis by Danones, Lumae by Coca Cola.



Nutricosmetic industries:

- Ranbaxy Lab, Gurgaon
- Samis lab, Hyderabad
- Dabur, Ghaziabad
- Wockhardt Limited, Mumbai
- Lupin Pharma, Mumbai
- Himalaya Herbal Health Care, Bangaluru
- Amway, Nestle, Revlon, Danones etc...





- New type of functional drink a “Beauty juice”.
- In September 2008, Nestle co-launched this product.
- Dietary supplement with high antioxidant properties, vitamins and minerals.
- Company planning to launch this product other countries too within few months.

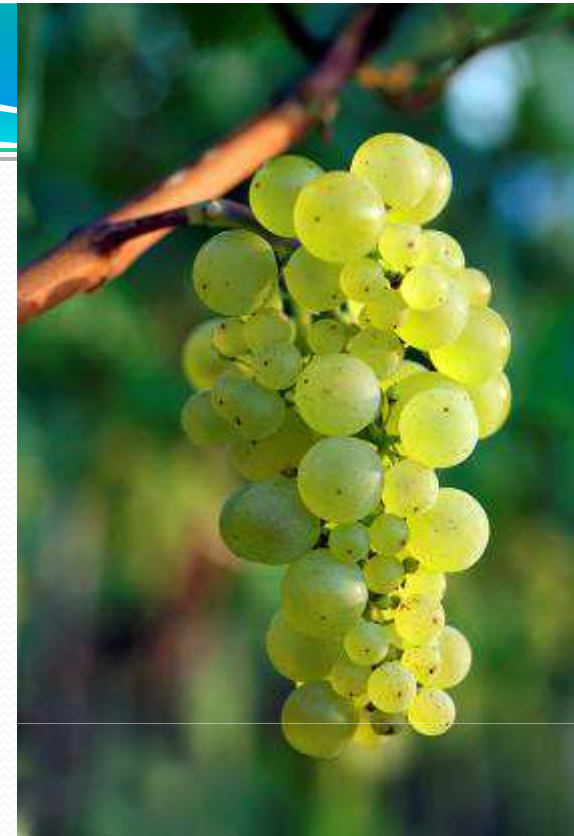
BODEFIT:

- Used as a drink to lose weight and to control obesity problems.
- Product contains antioxidants, minerals and phytochemical agents.
- Beauty benefits
- Preparation should be reconstituted with warm water, having a chocolate taste.
- Three months usage will give reproducible results.



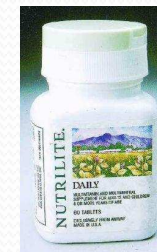
Ingredients generally used in nutricosmetics:

- Collagen
- Vitamin A
- Vitamin C
- Vitamin E
- Omega-3 fatty acids
- Omega-6 fatty acids
- Pomegranate
- Beta carotene
- Carotenoids
- Curcumin
- Aloes
- Green and Black tea
- Dates
- Grape seed extract



Role of active ingredients in nutricosmetics :

- Collagen - Skin softness, minimise lines and wrinkles, skin moisture retention
- Antioxidants - Neutralise free radicals
- Flavones – Antiageings
- Lycopenes – Antioxidants
- Phytofluorene – Skin whitening
- Beta carotene – Skin softness





- Nutricosmetics refers to nutritional supplements which can support the skin and function of the body.
- It is an emerging area of intense research and marketing and encompasses the concept that orally consumed dietary products can support healthier and more beautiful skin.
- There are numerous dietary ingredients now being marketed for their potential skin health and more beauty benefits and many of these are supported by growing scientific evidence.

Advanced Connective tissue formula

- Targets skin care concerns and helps to maintain youthful, healthy appearance of skin.
- Collagen peptides are the key to maintaining beautiful skin.
- Glycine, proline, alanine and hydroxy proline are the main constituents of collagen peptides and replenishing these constituent amino acids helps to maintain collagen at healthy levels.
- This may help epidermis cells turn over, improving the rate of water moving the skin layer and support the water-binding function of the outer most part of the epidermis, stimulating collagen synthesis.





Nutri Cosmetic Summit

- Nutri Cosmetic Summit provides a unique opportunity for education, interaction and inspiration within the growing global health and nutrition beauty community.
- Focus on Science formulation and regulatory issues or business and marketing trends to gain insight on the developing market for consumed “beauty from within” products that use natural, healthy, nutritional and functional ingredients.



Legislative Scenario

- Nutricosmetics Technology Summit
- FDA and EU regulations
- Dietary Supplement Health and Education Act (DS
- Adverse Events Reports (AER)
- Annual meetings
- EU soon to adopt average price levels across European economic area.
- Regulating the prices of nutricosmetics.



Nutricosmetics in India



- India is home to almost all kinds of plants ranging from tropical, subtropical and temperate zone plants.
- Also the advantage of knowledge based remedies give India tremendous leads in finding newer applications (because of Ayurveda).
- Wide scope of studies.

Future trends in Nutricosmetics



- Innovation in food and drinks with beauty benefits.
- In India alternative medicine is well accepted and corporates like Dabur and Baidyanath have been successfully marketing a number of products.
- Indian market potential is huge and considering the possibility of exporting some of the native products, scope exists for new entrants into this area.