



Vitamins Are Getting A Makeover

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Yahoo! Beauty

July 17, 2015

Taking your vitamins feels like a chore—and the crunchy packaging at your local health food store certainly doesn't make shopping for them exciting. But as natural supplements become increasingly popular, one brand is trying to turn vitamins cool—and it's working. [HUM](#), a new line of supplements designed to enhance your body, skin, and lifestyle, is hoping to do all that. With colorful packaging and simplified consumer-friendly labels on each bottle, it's very clear what each supplement will do to make you look and feel great. In addition to their playful appeal—seriously, vitamins haven't looked this awesome since the chewable fruity Flinstones variety—nutritionists developed the gluten-free, all-natural formulas to target the health and beauty issues you actually care about.

Red Carpet promotes shiny hair and glowing skin, Smooth Operator supports skin elasticity and firmness, Killer Nails aims to make your hair and nails longer and stronger, and Wing Man targets dark circles (and helps repair your liver, so if you're prone to partying, this is your new best friend). Time Capsule is the anti-aging supplement, Uber Energy fends off fatigue, and OMG—the brand's take on Omega fish oils—aims to hydrate and brighten your skin. The bottles, each full of 60 capsules for \$25, are sold exclusively at Sephora, clearly targeting a younger clientele who might not be shopping for vitamins on the weekends.

HUM isn't the first brand trying to turn vitamins sexy—just the splashiest. Imedeen, which is endorsed by Christy Turlington, swears “beautiful skin begins within.” The supermodel's called the brand's Time Perfection anti-aging capsules one of her daily essentials. Meanwhile, acclaimed dermatologist Dr. Perricone sells a range of supplements that promise to do everything from clear up your skin to boost your metabolism. His Sustainable Youth Elastifirm Capsules tout increased skin elasticity and firmness.

Not so into pills? **BeautyScoop** is an organic powder full of protein and safflower and canola oils that you mix with water to promote healthy skin and nails and shiny hair. And even Crystal Light has taken on the beauty world with their Skin Essentials drink mix with extra servings of Vitamin A, C, and E to make your skin glow.

Of course, be sure to consult your doctor before adding any kind of supplement or vitamin into your routine to make sure it's right for you.

Source: <https://www.yahoo.com/beauty/vitamins-are-getting-a-makeover-91365295903.html>