

BeautyScoop Creator Touts Advantages Over Other Nutraceuticals, Topicals

Co-creator of nutraceutical *BeautyScoop* maintains that her product offers advantages over both competing skin-care ingestibles and topical peptide-based formulas for promoting skin health.

Marketed as “the edible beauty accessory,” Beauty Scoop is a powder designed to be dissolved in liquid and drunk over the course of a half-hour for optimum skin health and anti-aging benefits.

The product was created by New York plastic surgeon Michelle Yagoda and pharmacist, chemist and inventor Eugene Gans, who offers R&D consulting as president of Hasting Senior Associates.

Gans has been involved in the development of prescription medications including *Valium*, OTC products *Nyquil* and *Clearasil*, and “enhanced” *Olay* and *Pantene* products, according to his online bio.

BeautyScoop is based on the concept that skin concerns such as fine lines and wrinkles, scaly patches and dry scalp can be soothed by an internal dose of proteins and lipids—“the extra-nourishing building blocks your body needs to boost its own regenerative powers.”

Central to the product’s effectiveness is its delivery method, which allows those raw materials the body uses to create hair, skin and nails to be put to full use without delay, Yagoda indicated during a June 23 interview.

“With [Beauty Scoop] we provide you with readily absorbable products in sufficient quantities so your body recognizes it immediately and sees it as a surplus and is able to go into synthesis and make better skin, hair and nails,” she said.

While a healthy diet can provide an individual with peptides and lipids, he or she may still have problems with their skin, hair and/or nails due to inadequate absorption, according to the brand’s Web site.

“Normally it takes your body four to six hours to digest what you eat into an absorbable form and release peptides and lipids. This slow, steady trickle leads your body to ration out these building blocks bit by bit.”

“Sometimes things get repaired, sometimes things get synthesized, but not everything all the time,” Yagoda said.

On the other hand, the powdered active ingredients in BeautyScoop do not need to be digested by the body before being absorbed into the bloodstream.

The product delivers peptides and lipids in “such a substantial quantity over such a short period of time [that] the body gets a jump start and is able to synthesize many things at once,” the doctor said.

Even ingestible beauty supplements like those from *Kinerase* and *Murad* must be digested to break down the binders and fillers that hold the nutrients, according to Yagoda.

Drinkable beauty from *Borba* also does not compare with BeautyScoop, as Borba products “are simple vitamin-enhanced waters. There are no peptides or lipids in Borba,” BeautyScoop says.

Peptides not only build skin, nails and hair but also form enzymes and hormones that maintain body function and keep the immune system healthy, the company points out. Lipids play a similar role, keeping cell membranes healthy and aiding in energy storage.

The safflower and canola flower supply the lipids in BeautyScoop, as well as omega-3 fatty acids and vitamin E. The product's protein is derived from whey and soy, according to BeautyScoop.com.

BeautyScoop also contains B-vitamins riboflavin and tiotin, calcium, magnesium, zinc, copper and manganese.

The product can be mixed into virtually any beverage, hot or cold. "On a special night out," the powder might even be incorporated in a cocktail, the company says, citing its "signature Beau-jito made with BeautyScoop and Clement Rhum."

Yagoda claims BeautyScoop is an improvement over topical skin-care products because the skin's barrier function can compromise the effectiveness of anti-aging creams and lotions.

"The skin is a really effective barrier, and while there are advanced technologies that try to bring ingredients applied topically into the skin by allowing them to be absorbed, the amount of absorption you can have with a topical ingredient is nowhere near the same as what you can get from an ingestible," Yagoda said.

Online, the company holds that "topical peptides can only help from the outside, to repair imperfect and already damaged skin, hair and nails. BeautyScoop corrects the underlying problem instead of covering it up, and its results are long-lasting."

According to the company, BeautyScoop has the potential to reduce the appearance of fine lines and wrinkles, to increase skin hydration and "youthful glow," to intensify the shine and manageability of hair and reduce split ends, and to strengthen and lengthen nails.

In clinical studies, 86 percent of BeautyScoop users reported an improvement in their hair, skin and nails after three weeks of use, and 21 percent said "their problem was completely gone," the company says.

BeautyScoop is not the first powder-based drink to incorporate peptides and lipids—a scan of GNC's sports nutrition offerings confirms that—but it is one of the few positioned squarely within the beauty sector.

The ingestible beauty market in the U.S. lags behind that of Asia, and Western consumers may be skeptical of beauty claims for foods, according to market researcher Euromonitor International ("The Rose Sheet" August 25, 2008).

The Better Business Bureau's ad watchdog National Advertising Division has said it will be keeping an eye on nutritional supplements that claim beauty benefits ("The Rose Sheet" January 19, 2009).

BeautyScoop is sold online and in Yagoda's office, spas in the U.S. and Harvey Nichols in London.

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