

Inner Beauty

by Rachel Brown

There is no fountain of youth, but there might be a pill, powder or potion that turns back the clock. Products you can eat, drink and swallow are vying with topical treatments for a place in women's beauty arsenals. Known as nutricosmetics, beauty from within or ingestible beauty, these concoctions promise to make your skin glow, your hair full and your nails strong. Women are certainly responding with open mouths: According to Transparency Market Research, the global nutricosmetics market is expected to nearly double in size from \$3.36 billion in 2013 to \$7.16 billion in 2020.

"People are becoming much more health conscious, and they are understanding that food and beverages have functional benefits outside of fuel and hydration," says **Camille Varlet**, a former marketing manager at L'Oreal who founded All Beauty Water, a zero-calorie drink infused with vitamins, electrolytes and minerals. "This is a big trend in Asia, and it is happening in Europe, as well. As consumers are becoming more educated, it's something that they are understanding here, too." The popularity of juicing has catapulted interest in the external value of the beverages people consume.

Michelle Hall, the co-owner of San Francisco-based juice purveyor Living Greens, touts the beauty benefits of juices. "Women have found that—coupled with a healthy, balanced diet—juicing is a great addition to feeling and looking your best," she says. In particular, Hall recommends cucumber and fennel juices as anti-inflammatories, and coconut smoothies as an all-around beauty elixir.

Pills and powders are popular beauty choices, too. Who doesn't like the idea of downing a tablet that makes you look prettier? But there's a rigorous debate about whether supplements actually make a difference to your outsides. Collagen, the main component of the connective tissue in our bodies, is a common ingredient in supplements designed for beauty purposes. It can come from bovine, porcine, poultry or marine sources. But San Francisco dermatologist **Jacqueline Dolev** is skeptical that collagen pills do any good. "We don't have evidence that taken by mouth, they have benefits," she says.

Tim Mount is a believer. The director of education for NeoCell, a leading supplier of collagen supplements, he recommends taking 2,000-10,000 mg of collagen per day. "I literally have over 50 studies on collagen," he asserts. "Collagen has been shown to increase the cellular activity of the cells that produce new collagen. It is not snake oil by any means."

Mount has personal experience with NeoCell's newer product, Beauty Infusion. Beauty Infusion is a powder containing collagen for healthy skin, hair and nails; hyaluronic acid for skin hydration; and biotin for strong hair and nails. "I would take Beauty Infusion and, the next day, people would comment on my skin," Mount says. "That has happened to me so many times I know it is the direct result of Beauty Infusion." People who take Beauty Infusion once a day should notice results within three days to a month, he notes.

New York plastic surgeon **Michelle Yagoda** contends that the problem with supplements is that they aren't well regulated, and consumers can't be sure what's in them. "In this country, anything can come out and say it is a beauty-enhancing supplement, including gummy bears that have nothing valuable in them except a multi-vitamin. So there is a lot of skepticism," she says. "Once there is science behind a product, that will change the category in consumers' minds by providing them with confidence that there is actually something to this."

To build confidence in BeautyScoop, a powder that Yagoda created with chemist **Eugene Gans**, the pair conducted double-blind placebo-controlled studies. They found that 60 percent of users noticed improvement to their skin in three weeks, 84 percent noticed improvement to their hair during the same timeframe, and 99 percent noticed improvement to their nails. A mix of peptides, lipids, collagen and hyaluronic acids, BeautyScoop is available at beautyscoop.com at \$70 for a one-month supply. “The data shows there is benefit to ingestible products,” says Yagoda. She recommends a combination of topical skin-care products and BeautyScoop for best results. “Topical products serve to cover up damage and that’s important, because it improves your appearance,” says Yagoda. “The ingestible products correct the problem from within, so the topical product has less work to do to cover up damage. There is a synergistic benefit.”

Even Dolev, who cautions that most pills and powders make claims that are mere marketing and not meaningful, admits there’s a connection between what people put inside their bodies and how they look on the outside. “There’s something to it, but a bottle of collagen is not necessarily the answer,” she says. “Less processed food and less sugar provides less inflammation in the skin and positive results for acne, rosacea, and the various skin issues that have inflammation. As long as you can pack in more antioxidants with juicing and a clean diet, it’s great for your skin.”

Rachel Brown is a freelance journalist covering West Coast retailers and beauty brands. She spent eight years in the Los Angeles office of *Women’s Wear Daily* reporting on everything from brow waxing to the minimum wage, and now lives in Davis, Calif., with her husband and baby daughter.

Source: <http://www.nobhillgazette.com/wp/2015/08/beauty-08-15/>