

# allure

## BeautyMe Beauty Supplements Promise Better Skin While On Your Period

By Jolene Edgar  
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Lou Manna

Browsing the beauty supplement aisle can make a girl feel as if she's tumbled down a Carrollian rabbit hole, and landed in some trippy dreamland where one pill actually can make you dewier, and one powder, impossibly plump. Struggling with stagnant hair, or brittle nails? There are whimsically packaged remedies for those woes, as well. And, friends, we are eating. Them. Up. According to the 2016 Consumer Survey on Dietary Supplements from the Council for Responsible Nutrition, 70 percent of 18- to 34-year-olds in the United States takes some kind of dietary supplement on the regular. And as *Business of Fashion* recently reported, nearly one fifth of supplement users in the U.S. swallow their daily dose specifically to benefit their skin, hair, and nails.

Have we all gone mad? Quite the contrary: Today's hottest beauty elixirs are worlds apart from Alice's enigmatic edibles, boasting rigorous clinical studies and winning the approval of the country's most esteemed dermatologists. One of the latest potions to pique our curiosity, [BeautyMe](#), was actually created by New York City facial plastic surgeon, Michelle Yagoda, who's been researching the complexion-boosting power of ingestible peptides and lipids for over 20 years, and has published two double-blind, placebo-controlled, randomized studies in the *Journal of Nutrition and Food Sciences* on a separate supplement called BeautyScoop, which she debuted back in 2008.

A supercharged version of that original formula, BeautyMe is a vanilla-flavored powder designed to defend skin — strands, too, though to a lesser extent — against the hormonal upheaval that comes with monthly menstruation. “While many products aim to address the oil and breakouts that occur in the 10 days *before* your period, there was nothing on the market to help improve the dull, dehydrated skin and lackluster hair we tend to see around day five of our periods, when estrogen levels drop,” says Yagoda. Mixing a scoop of BeautyMe into your morning brew, whatever that may be, for the first five days of your period is supposed to help you ride out that dip — by flooding skin with a proven mix of plant-based lipids, water-binding hyaluronic acid, plumping collagen, brightening peptides, and protective antioxidants — until hormone levels mercifully plateau.

Since “young women’s diets so often lack important nutrients, and one in three over the age of 18 has problems with absorption,” Yagoda chose to deliver her beauty recipe in powder form rather than as a pill or bar, explaining that “powders bypass digestion, and are immediately bioavailable, helping even those with dietary deficiencies and diminished absorption,” who ordinarily can’t reap the benefits of the vitamins they pop.

While the results of Yagoda’s BeautyMe trial are still pending publication, what surprised her most about the findings, she says, was how subjects with the driest, drabest skin experienced the quickest turnaround. On average, though, one can expect to see buoyed hydration, bounce, and glow around period-day five, with max results at day 10. After sampling the goods ourselves, our skin looked way more vibrant than it usually does during that monthly stretch. Our chlorine-ravaged hair is another matter, but that’s to be expected, as anything nourishing follicles from the inside out will affect roots first, working its magic, slow and steady.

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