

## NUTRICOSMETICS & BEAUTY FROM WITHIN IN THE CHALLENGING SCENARIO OF COVID-19

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### ABSTRACT

Nutricosmetics business volume keeps on growing, with an expected turnover over 8.5B\$ within 2027, registering a CAGR of 5%. Despite of COVID-19 related slow-down of cosmetic market, 2020 gave a push to nutricosmetics one: people have changed their needs indeed, as a result of limitation in pursuing personal goals in term of beauty and well-being. Customers addressed then to alternative solutions for their personal beauty routine, to keep on achieving anti-aging and healthy skin results, especially through e-commerce. Hyaluronans and probiotics based nutricosmetics, thanks to refined technologies, help deliver efficacy and quick results. Further, IN&OUT innovative approaches clinically prove to enhance skin benefits. Nutricosmetics versatility meets customer's renewed awareness and its "new normal", now oriented to prevention and tangible results over-time.

In the market of 2020, despite the "Nutricosmetic" term is quite new, the related business volume is consolidated and keeps growing. This year showed a market global value around 5.5B\$, and the turnover is expected to grow over 8.5B\$ within 2027, with a 5% CAGR (1).

Europe accounts for the leading market share owing to high penetration of nutricosmetics. Asia-Pacific region and South America, whose income levels are rising, are emerging markets expected to witness high growth rate in the demand for oral skin care products (1).

Most consumers have embraced beauty from within as an important strategy to support healthy aging through skin, hair and nail care. Now, consumers feel more responsible for their well-being; indeed, they adopt proactive, holistic and conscious approaches, aiming to maintain a healthy lifestyle through proper nutrition and functional support not only from diet, but also from dietary supplements.

There is now a higher demand for naturally sourced products. Skin health ingredients have to be effective and deliver a "feel the benefit effect" with a scientific basis, and matching clean label requirements.

Restrictions due to the pandemic pushed companies to expand their

e-commerce operations, as reported by NutraIngredients survey (2). The 48% of surveyed agreed that new approaches have been adopted to reflect the rising popularity in online shopping to purchase from trusted brands with the convenience and safety of a click. Nowadays, influencers have never had so much power in leading customers' choices, finding in Millennials and Zoomers ductile followers who are only one of the aspects of this evolving multi-faceted new market approach. Beauty from within is one of the key drivers of this business, with worldwide key players launching innovative products to match always new trends, targeting customers' needs. Ingestible beauty, a 2020 top trend (3), together with the growing male and gender-neutral requirements for nutricosmetics, contributes to business expansion.

Mintel reports customer's need of supplements and functional ingredients with innovative delivery forms, reflecting its interest in renewed and involving product concepts, as gummies and the game changer chocolate one (4).

Covid-19 pandemic gave a further push to this growing market. People had to concurrently change their habits and re-adapt daily routine, for example increasingly switching to smart working solutions or indispensably wearing face masks.

To date, the prolonged use of this protective equipment too has underlined the importance of a correct beauty routine, as for "maskne", a condition derived from a higher acneic prone skin due to face mask. This new phenomenon became a hot trend on Instagram, reaching more than 22.000 posts detailing this struggle (5). As a result, although there was a drop in cosmetic sales worldwide, on the other side beauty from within market broadened its offer to match this "new normal", providing solutions to always look good in online meetings, as well as supporting and protecting the skin through positive effects on aging and on Gut-Skin-Axis.

Nutricosmetic market by ingredient is segmented into peptides, polysaccharides, plant extracts and other actives. Moreover, another arisen megatrend is the focus on microbiome products: prebiotics, probiotics and post-biotics aimed to restore the Gut-Skin-Axis and the related microbiota. To the list, probiotic category can then be added, with increasing scientific evidences of its strong potential on overall health, including skin (6).

On a par with collagen peptides, accounting for a significant portion of the market, hyaluronic acid keeps gaining market share. Thanks to ever stronger evidences of their efficacy on skin beauty, hyaluronans



are spreading over nutricosmetics to counteract skin aging signs, as wrinkles, and to enhance hydration and tonicity, giving a brighter appearance. Innovative technologies, as Full Spectrum one, allow to deliver a specific fingerprint of hyaluronan molecular weights to match tissues biology and enhance cellular response, granting higher efficacy levels than before (7).

On the other side, thanks to the research on the *Gut-Skin-Axis*, probiotics are conquering a slice of the Nutricosmetic market, thanks to their important activity in improving skin distresses through oral intake. Actually, many skin conditions are associated with intestinal dysbiosis: it starts from an intestinal inflammation and gradually become systemic with a reflection also on skin. Probiotics, through the support of the gut-microbiota ecosystem, are able to provide an indirect positive effect on skin distresses.

Up to date, most of the clinical trials are focused on the improvement of atopic dermatitis symptoms, but recently a big interest is growing also for acne and other skin conditions (8). Hyaluronans and probiotics, linked to several beauty from within applications, further grant more efficacy and quicker results thanks to refined technologies. Innovative approaches, such as IN&OUT ones, clinically proven to provide even better positive effects on skin health and beauty. Indeed, if hyaluronans are shown to be effective on skin when used both in nutraceuticals and cosmetics, it is further clinically proven that topical applications, synergistically integrated with oral intake, enhance anti-aging and well-being results. In addition, considering technical issues linked to live probiotics in cosmetic formulation, a satisfying approach could be the combination of the right probiotic supplement with post-biotic-based

(probiotic metabolites) cosmetic formulation, recognized as effective on skin.

Nutricosmetics versatility perfectly answers customer's requirements in its "new normal". Synergy and innovation are the pillars of IN&OUT approach. Through deep and continuous scientific research is possible to obtain reliable results to gain consumers trust, now oriented to prevention and tangible results over-time.

## REFERENCES AND NOTES

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# ABOUT THE AUTHORS

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