

SupplySide® Supplement Journal

Product Development Guide

Inside out beauty:

The science-backed shift
to beauty from within



PAID CONTENT

AIDP
Your Trusted Partner

OptiMSM®

BioCell Collagen®

Bioiberica

BIONAP
BIOACTIVE NATURAL PRODUCTS

GELITA

What's inside



Cover and interior images by istockphoto.com

Inside out beauty: The science-backed shift to beauty from within

Beauty starts with inner-body health.....	3
Beyond biotin: Market momentum	4
Building beautiful supplements	5



Copyright © 2025 Informa Markets All rights reserved. The publisher reserves the right to accept or reject any advertising or editorial material. Advertisers, and/or their agents, assume the responsibility for all content of published advertisements and assume responsibility for any claims against the publisher based on the advertisement. Editorial contributors assume responsibility for their published works and assume responsibility for any claims against the publisher based on the published work. Editorial content may not necessarily reflect the views of the publisher. Materials contained on this site may not be reproduced, modified, distributed, republished or hosted (either directly or by linking) without our prior written permission. You may not alter or remove any trademark, copyright or other notice from copies of content. You may, however, download material from the site (one machine readable copy and one print copy per page) for your personal, noncommercial use only. We reserve all rights in and title to all material downloaded. All items submitted to SupplySide Supplement Journal become the sole property of Informa Markets.


**SupplySide®
Supplement
Journal**

SupplySide Supplement Journal leads CPG brands from ideation through manufacturing, supporting the development of innovative, healthy and compliant products in the dietary supplement, functional food and beverage, and sports nutrition industries. As an official content provider for SupplySide, SupplySide Supplement Journal connects ingredient buyers and suppliers with executives across the health and nutrition marketplace.

[Contact us here](#)





Beauty starts with inner-body health

Beauty often used to be seen as superficial, surface level and largely unrelated to health. But in reality, it's intrinsically linked to wellness, a fact that consumers increasingly acknowledge and truly embrace.

Today, there is a much greater awareness that inner-body health has a huge influence on outward appearance — and that healthy-looking hair, strong nails and radiant skin are often the products of positive dietary and lifestyle habits. So now, rather than being viewed as vain or frivolous, beauty is commonly considered a key component of wellness.

As part of this evolution, consumers are learning more about their skin, hair and nails — what they are made of, structurally speaking, and how the body regenerates them. At the same time, consumers are discovering how good nutrition, proper hydration, regular exercise, stress management, sufficient sleep,

smart sun protection and supplementation can enhance the health and appearance of skin, hair and nails. Conversely, they realize that falling short on these goals or engaging in other unhealthy habits can have the opposite effect.

Understanding that beauty starts from within, consumers of all ages are striving to support the body's natural processes that keep skin supple and smooth, hair thick and shiny, and nails strong and pliable as long as possible. Some of these processes — such as collagen synthesis, which is key to skin structure, elasticity and evenness — decline naturally with age, but that's OK. Aging, long seen as a beauty saboteur, is much better understood and accepted these days. Consumers certainly have a healthier outlook on this natural, unstoppable process than they did even just a decade ago.

Now, rather than trying fruitlessly to stop aging, more people are prioritizing wellness,

Inside out beauty

aiming to age healthily and enhance their healthspan. And as these concepts gain traction — leaving outdated notions of “anti-aging” in the dust — the shift is having a profound effect on beauty ideals and the strategies used to ensure healthy skin, hair and nails at every life stage.

As these trends intersect, the lines between beauty and wellness are blurring, setting the stage for nutricosmetics to shine. While beauty-from-within supplements have been popular across Asia and other regions for years, they’re now really catching on in North America. Increasingly, consumers are reaching for ingestible products that deliver collagen, keratin, hyaluronic acid, potent antioxidants, essential vitamins and minerals and other bioactives that help them feel and look their best.

Beyond biotin: Market momentum

With so much interest in beauty-from-within, the global nutricosmetics market continues to expand. Mordor Intelligence predicts sales of \$9.4 billion for 2025 and a compound annual growth rate of 8.9% through 2030. Should Mordor’s projections bear out, then the worldwide nutricosmetics industry would be worth \$14.4 billion by the decade’s end.¹

The U.S. nutricosmetics market — which Nutrition Business Journal (NBJ) tracks as hair, skin and nail supplements — is much smaller. According to NBJ’s “[Condition Specific Report 2025](#),” beauty-from-within products accounted for just 2.7% of total dietary supplement purchases in 2024. However, this is a category on the rise, growing markedly faster each year than the broader U.S. supplements industry. In 2024, when the overall industry grew 5.2%, hair, skin and nail product sales climbed 6.5% to reach \$1.9 billion.

NBJ projects even greater growth for nutricosmetics ahead, including a 7.3% increase this year, which should propel this sector past the \$2 billion mark. Then, with annual growth pushing 8% for the next three years, NBJ estimates that hair, skin and nail supplements will surpass \$2.5 billion in sales by 2028.

Within this dynamic category, B vitamins, namely biotin, have long commanded the largest percentage of purchases. That trend continued in 2024, NBJ reported, when B vitamins brought in 32.5% of hair, skin and nail supplement sales. The “other” ingredients subset,



NBJ projects even greater growth for nutricosmetics ahead, including a 7.3% increase this year, which should propel this sector past the \$2 billion mark. Then, with annual growth pushing 8% for the next three years, **NBJ estimates that hair, skin and nail supplements will surpass \$2.5 billion in sales by 2028.**



Inside out beauty



representing a wide array of beauty-from-within ingredients, owned the second-largest market share last year, with 25.6%.

Collagen came in a close third, nabbing 23.6% of the hair, skin and nails market. However, this juggernaut ingredient continues to clock astronomical growth more than a decade after it first stormed the nutraceuticals space. In 2024, collagen sales surged 21.7% to surpass \$446 million. With such exceptional growth, collagen alone is responsible for most of the hair, skin and nails sector's expansion.

NBJ fully expects collagen to continue riding high, projecting growth of 23.3% this year, 19.9% in 2026, 15.9% in 2027 and 15.2% in 2028, bringing beauty-focused collagen sales to an estimated \$880.6 million. And if NBJ's predictions come to pass, then in 2027, collagen will usurp B vitamins to become the top-selling nutraceutical ingredient.

Aside from collagen and B vitamins, vitamin C, vitamin D and multivitamins marketed for

hair, skin or nails also bring in solid sales for this category. But beyond those three, this market is very fragmented and gives us the sizeable "other" ingredients subsector. Key nutraceutical compounds like keratin, methylsulfonylmethane (MSM) and hyaluronic acid fall under that "other" ingredients umbrella, as do a growing number of botanical extracts, combination herbs and other novel bioactives.

The fact that there is so much variety within nutraceuticals is a good thing. It means that consumers are open to trying new and interesting beauty-from-within solutions — and many are actively seeking them out. It also means there is plenty of room for innovation. Product developers and brand owners can seize these opportunities and deliver differentiated, leading-edge offerings to the marketplace.

Building beautiful supplements

With North American shoppers buying into the beauty-from-within paradigm, now it's up to formulators and brand owners to meet their needs and exceed their expectations with premium nutraceuticals.

Remember, these consumers are educated about health and wellness and committed to doing right by their bodies and the world around them. This means they are incredibly discerning about their purchases and won't settle for subpar supplements. Instead, they demand clean-label products made with top-quality, responsibly produced, natural ingredients. They also seek out convenient, high-function formats tailored to their precise preferences, lifestyles and wellness goals, such as nutraceutical gummies, ready-to-drink beverages or bars, which, by the way, need to taste great too.

But above all, beauty-from-within products must yield results, or else shoppers won't come back for seconds. Whether the purported benefit is shinier hair, firmer nails

Inside out beauty

or the appearance of fewer facial lines, the supplement should deliver on what the label claims it can do. Put simply, efficacy is paramount.

Of course, the most surefire way to develop a nutricosmetic that works is to select the best ingredients from trusted suppliers. These companies have dedicated significant resources into sourcing the highest quality raw materials and producing branded ingredients that are standardized for bioactives, optimized for absorption, formulation friendly and versatile across an array of delivery systems.

Additionally, leading suppliers have to substantiate their branded solutions by investing in top-tier research — often including human clinical trials — to demonstrate measurable benefits in skin, nail or hair health. The results of these studies can then provide backing for solid structure/function claims that brands can use for their packaging, marketing and consumer education.

Key ingredient differentiators like these are particularly important for products such as collagen, of which there are numerous types, sources and suppliers. To ensure real-deal nutricosmetic effects, formulators and brand owners are wise to favor trademarked collagen ingredients that have a verified origin, consistent makeup, clean label and solid benefits proposition, plus research supporting their efficacy for precise endpoints. The same advice applies to MSM, hyaluronic acid, keratin, botanical extracts and other in-demand nutricosmetic ingredients.

To complement their beauty-from-within solutions, leading suppliers often provide other value-added services such as formulation assistance or marketing support. Their goal is to partner with brand owners and product developers to create next-level nutricosmetics that consumers can trust and rely on for gorgeous skin, hair and nails. ■

1. Mordor Intelligence. "Nutricosmetics Market Size & Share Analysis — Growth Trends and Forecast (2025-2030)."



Leading suppliers have to substantiate their branded solutions by investing in top-tier research — often including human clinical trials — to demonstrate measurable benefits in skin, nail or hair health.



AIDP Beauty Vitality

Science-backed solutions
for inner balance & outer glow



Next generation keratin
*Supports smoother skin
& stronger hair*



Sustainable marine collagen
*Supports tighter
& firmer looking skin*



Vegan collagen
Vegan alternative to collagen

AIDP
Your Trusted Partner

Learn more! Visit [AIDP.com](https://www.AIDP.com)

*These statements have not been evaluated by the Food and Drug administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.



Your Trusted Partner

Q & A

Product Development Guide



Courtney Higginson
Business Manager,
Supplement Ingredients
AIDP Inc.

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

We offer a strong portfolio of clinically proven, fast-acting botanicals, proteins and vitamins, including Grantria® bioactive pomegranate extract for skin radiance, Annurtrofil® Italian apple extract for increased hair density, Keragen-IV® for decreased hair fall and Naticol® French fish collagen for low-dose skin support. We are also proud to offer a selection of plant-based alternatives to collagen.

Are there advancements in formulation or studies available to enhance new product innovations?

AIDP's philosophy is to invest, develop and partner with key global suppliers that value high-quality research and development. Products like Grantria® are produced using proprietary technologies that enhance both their solubility and bioavailability, which expands customers' formulation flexibility for gummy, ready-to-mix and ready-to-drink applications.

Are there specific DSHEA-compliant product label claims or other clinically supported benefits for your ingredient(s)?

Based on the many robust clinical studies conducted on AIDP's beauty-from-within ingredients, product formulators can showcase a range of clinically supported benefits through market positioning and labeling opportunities.

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

AIDP specifically analyzes ingredients and chooses those that offer perceived and experienced efficacy – and that are fast acting. Not only do our beauty-from-within ingredients offer proven nutritional benefits, but many are produced using proprietary technologies that enhance their bioavailability and allow for greater formulation flexibility to meet a variety of consumer needs.



OptiMSM®

Unleash Your Confident Self

Hair and skin nutrition from the inside out.

OptiMSM® is a source of sulfur, a building block of collagen and keratin, two key components for healthy hair and radiant skin. Optimize Your Potential.

balchem.com

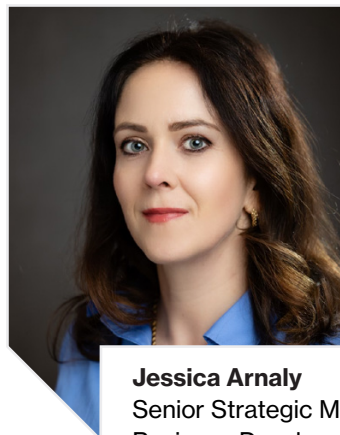


balchem
HUMAN NUTRITION & HEALTH



Q & A

Product Development Guide



Jessica Arnaly

Senior Strategic Marketing and
Business Development Manager
Balchem

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

Our hero ingredient for beauty from within is OptiMSM® — the purest and most researched methylsulfonylmethane (MSM) on the market. MSM is a source of sulfur, an essential structural component of the building blocks of skin and hair (e.g., collagen and keratin), as well as the potent antioxidant glutathione.^{1,2}

On its own, MSM demonstrates benefits for skin,³ including a reduction in the appearance of fine lines and wrinkles.⁴ But what makes OptiMSM really special for nutricosmetic formulations is its synergistic potential when combined with other popular skin health ingredients such as collagen. This powerful pair demonstrates superior benefits when used together versus alone.⁵

Are there advancements in formulation or studies available to enhance new product innovations?

Collagen has long been the star ingredient of the beauty-from-within market, experiencing high and sustained growth for well over a decade. But with over 3,000 new collagen supplement products launched each year globally,⁶ the shelves are crowded and brands need to innovate to stand out. Enter OptiMSM.

A recent double-blind randomized placebo-controlled trial compared the effects of collagen supplements with and without MSM on markers of skin health. The results revealed how, together, these powerhouse ingredients can help elevate nutricosmetics formulations. After 12 weeks of supplementation, participants receiving collagen showed significant improvements in skin density and wrinkle depth compared to both their baseline and placebo, regardless of MSM addition. However, benefits like increased skin thickness and hydration were seen only when MSM and collagen were combined. What's more, while collagen alone reduced skin roughness, this effect was greater with the addition of MSM.⁵

Together, collagen and MSM offer complementary mechanisms of protection for skin health. While both aid in the production of collagen and other critical architectural components of the skin, and while MSM promotes antioxidant defense,⁷ these overlapping yet distinct roles allow the pair to deliver greater improvements for skin health than when taken alone.

Are there specific DSHEA-compliant product label claims or other clinically supported benefits for your ingredient(s)?

- OptiMSM plus collagen supplementation improves skin elasticity.⁸
- MSM and collagen supplementation improves skin hydration better than collagen alone.⁵

- MSM and collagen supplementation improves skin texture and roughness better than collagen alone.⁵
- MSM and collagen supplementation improves skin thickness better than collagen alone.⁵

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

With more people embracing an “inside out” beauty philosophy, supplements in this category are evolving from simple elements of a beauty regime into important tools in a holistic approach to wellness. OptiMSM helps brands meet these shifting consumer needs with clinically backed benefits for both beauty⁵ and joint health and mobility⁹ — supporting consumers in maintaining active and healthy lifestyles, so they can feel and look good.

- Hewlings, S., & Kalman, D. (2019). “Sulfur in human health.” *EC Nutrition*, 14(9), 785-791.
- National Academies of Sciences, Engineering, and Medicine (2005). “Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate.” Washington, DC, The National Academies Press.
- Anthonavage, M., et al. (2015). “Effects of oral supplementation with methylsulfonylmethane on skin health and wrinkle reduction.” *Nat. Med.* J, 7(11), 1-21.
- Muizzuddin, N., & Benjamin, R. (2020). “Beauty from within: Oral administration of a sulfur-containing supplement methylsulfonylmethane improves signs of skin ageing.” *International Journal for Vitamin and Nutrition Research*.
- Pogačnik, T., et al. (2023). “The effect of a 12-week dietary intake of food supplements containing collagen and MSM on dermis density and other skin parameters: A double-blind, placebo-controlled, randomised four-way study comparing the efficacy of three test products.” *Journal of Functional Foods*, 110, 105838.
- Innova Database, year 2023.
- Barati, M., et al. (2020). “Collagen supplementation for skin health: A mechanistic systematic review.” *Journal of cosmetic dermatology*, 19(11), 2820-2829.
- Simpson, P., & Benjamin, R. (2022). “Prospective Randomized, Double-Blind Study to Evaluate Dietary Supplements for Impacts on Skin Appearance in Healthy Women.” *Journal of Clinical & Experimental Dermatology Research*, 13(5), 1-5.
- Toguchi, A., Noguchi, N., Kanno, T., & Yamada, A. (2023). “Methylsulfonylmethane improves knee quality of life in participants with mild knee pain: a randomized, double-blind, placebo-controlled trial.” *Nutrients*, 15(13), 2995.

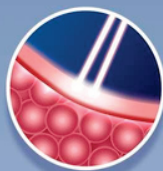


NOT ALL COLLAGENS ARE ALIKE!™

#1 SELLING TYPE II COLLAGEN & HYALURONIC INGREDIENT

LEARN MORE

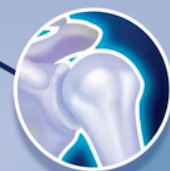
“BEAUTIFUL SKIN
HEALTHY JOINTS”



HELPS WITH FACIAL
LINES AND WRINKLES*

PROMOTES SKIN COLLAGEN
AND HYALURONIC ACID*

IMPROVED
SKIN ELASTICITY*





Q & A

Product Development Guide



Adam Ishaq
General Manager
BioCell Technology LLC

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

Consumers are looking for evidence-based products that can provide lifetime wellness solutions. BioCell Collagen® is a branded ingredient that can provide product benefits in the beauty-from-within category.

In a study published in 2019, BioCell Collagen was found to visibly reduce common signs of skin aging, including the appearance of lines and wrinkles, within 12 weeks of daily use. The findings reported from this randomized double-blind placebo-controlled clinical trial included a measurable improvement in signs of aging in women, represented by an increase in skin elasticity, a reduction in the appearance of crow's feet and improvement in the depth and number of fine lines and wrinkles.

Are there advancements in formulation or studies available to enhance new product innovations?

BioCell Technology's latest offering is BioCell Collagen ERP, which stands for Extra Refined Palatable. It is made especially for consumers who prefer the ease of taking supplements in non-pill formats like gummies, chewables, lozenges or lollipops.

BioCell Collagen ERP is a fine white to off-white powder that goes through an extra refining process to remove bitter tones and aftertaste. BioCell Collagen ERP provides the same naturally occurring matrix as our regular grades.

Are there specific DSHEA-compliant product label claims or other clinically supported benefits for your ingredient(s)?

Clinically validated structure/function claims for 1 gram of BioCell Collagen include:

- Helps with the appearance of facial lines.
- Helps with the appearance of wrinkles.
- Increases skin elasticity.
- Improves skin dryness.
- Helps promote healthy collagen production.

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

BioCell Collagen originated the multifunctional collagen category when the ingredient was introduced in early 2000. BioCell Collagen has the first bioactive matrix of collagen on the market. A true pioneer, BioCell Collagen is not isolated or purified collagen protein — it is a naturally occurring matrix of hydrolyzed collagen type II peptides, chondroitin sulfate and hyaluronic acid. This unique matrix is not a blend of individual ingredients. Various studies, including seven human clinical trials, support its safety, functional efficacy and bioavailability.

Dermial® Nourishing Innovation

Skin & Beauty

Breathe life into your innovation pipeline with Dermial® – the first hyaluronic acid matrix ingredient for skin & beauty.

This unique ingredient combines three naturally-occurring components – hyaluronic acid, glycosaminoglycans and collagen – that work synergistically to increase the skin's production of type I & III collagen, elastin and hyaluronic acid.

This is a hyaluronic acid solution with a difference.

www.bioiberica.com

Dermial®

 Bioiberica

These statements have not been evaluated by the Food and Drug Administration or other competent food authorities. The product is not intended to diagnose, treat, cure, or prevent any disease.



Q & A

Product Development Guide



Monica Gómez Navarro
Marketing Manager, Branded Ingredients
Bioiberica SAU

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

Dermial® is the first-ever hyaluronic acid (HA) matrix ingredient for beauty-from-within supplements. This pioneering ingredient has a distinctive composition — combining hyaluronic acid, glycosaminoglycans (such as dermatan sulfate) and collagen, which work synergistically to deliver powerful regenerative and nourishing properties that maintain skin health, with a unique “glow” effect at just 60 mg per day.

Are there advancements in formulation or studies available to enhance new product innovations?

Dermial is the result of 15-plus years of development and research, including four in vitro studies and one clinical study. In the 12-week clinical study comprising 60 healthy women ages 35 to 65 years¹, Dermial was demonstrated to:

- Increase skin glow by up to 33.4%.
- Significantly increase moisture levels by 13.1% in six weeks.
- Help reduce the appearance of fine lines and wrinkles.
- Improve the quality of the dermis and epidermis layers, supporting the maintenance of skin health and nutrition.

In addition, the study found that 69% of Dermial users reported being satisfied or very satisfied with the outcomes versus just 42% of the placebo group, indicating satisfaction with the supplement.

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

Dermial offers unique opportunities for brands in the nutricosmetic supplement and functional food segments — specifically for products targeting healthy agers, consumers invested in self-care and individuals seeking longer-term and proactive health solutions.

Shoppers are increasingly looking for clinically supported ingredients that deliver visible results, and they want them in convenient, enjoyable formats like gummies, shakes and functional foods. With its unique composition, Dermial helps brands rise to this challenge. Compared to standard hyaluronic acid, it offers greater efficacy at a low dose (60 mg per day), is compatible with other ingredients and is backed by robust scientific evidence. It also has a solid regulatory framework, as it is authorized as a novel food in Europe and has self-affirmed GRAS status in the U.S.

1. Montero-Vilchez, T., Gálvez-Martín, P., Sanabria-de la Torre, R. et al. “Oral Supplementation with a New Hyaluronic Acid Matrix Ingredient Improves Skin Brightness, Hydration, Smoothness, and Roughness: Results from a Randomized, Double-Blinded, Placebo-Controlled Study.” *Dermatol Ther* (Heidelb) (2025). <https://doi.org/10.1007/s13555-025-01447>



THE SCIENTIFIC EVOLUTION OF BEAUTY FROM WITHIN

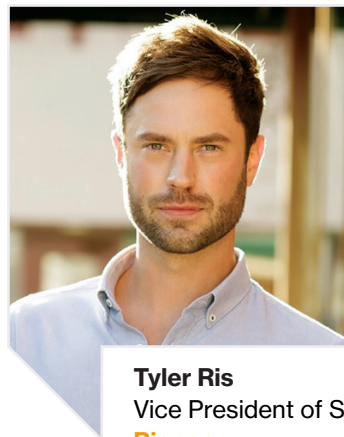
The concept of “Beauty from Within” is rapidly gaining momentum, as more consumers understand that radiant skin starts with inner health. This shift is bringing dietary supplements and nutricosmetics to the forefront: At BIONAP, our branded ingredients are at the heart of this transformation, offering science-backed solutions that respond to the rising demand for both innovative formulations.





Q & A

Product Development Guide



Tyler Ris
Vice President of Sales
Bionap

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

Bionap produces extracts from plants that grow in the Mediterranean area since they are rich in natural active compounds. Ingredients for nutricosmetics include:

- **RED ORANGE COMPLEX™** is a standardized powder extract obtained from the juice of three pigmented varieties of Sicilian blood orange (Moro, Tarocco and Sanguinello) grown in a particular area surrounding Europe's most active volcano, Mount Etna. Thanks to the bioactive phenolic compounds (anthocyanins, flavanones and hydroxycinnamic acids) and ascorbic acid, Red Orange Complex is a natural way to maintain healthy skin with a beauty-from-within approach.
- **ACTRISAVE™** is a powdered extract obtained from black rice (*Oryza sativa* L.) and the flowers of prickly pear (*Opuntia ficus indica* L.). The patented combination of anthocyanins contained in black rice and the cactus flower flavonoids produces a synergistic protective effect for blemish-prone skin and male hair.

Are there advancements in formulation or studies available to enhance new product innovations?

Eight clinical trials and in vitro studies have been conducted to support the activity of Red Orange Complex and its mechanism of action. Red oranges are commonly used because they are a recognized source of vitamin C with antioxidant activities. The scientific studies related to this extract prove that the active molecules contained in the red orange juice help fight signs of skin aging in men and women, support the skin's response to UV light and reduce the appearance of photoaging. Red Orange Complex can also offer relief for typical menopausal symptoms in women and improve quality of life for both men and women.

Actrisave has been evaluated in an in vitro study and a randomized double-blind placebo-controlled clinical trial to demonstrate that it protects dermal papilla cells, increasing their viability. Actrisave also increases the percentage of hair

in the anagen phase of the normal hair lifecycle and positively impacts users' self-perception after supplementation.

Are there specific DSEA-compliant product label claims or other clinically supported benefits for your ingredient(s)?

Depending on the product formulation and use, Bionap works with our customers to develop impactful and scientifically supported label claims adhering to regulations. In the area of nutricosmetics and beauty from within, there are claims supported by clinical studies completed on the ingredients.

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

The concept of beauty from within is rapidly gaining momentum, as more consumers understand that radiant skin starts with inner health. This shift is bringing dietary supplements and nutricosmetics to the forefront — valued not only for their aesthetic benefits but also for their role in supporting overall wellness. At Bionap, our branded ingredients are at the heart of this transformation, offering science-backed solutions that respond to the rising demand for both innovative formulations and diverse delivery systems.

Red Orange Complex published studies:

[pmc.ncbi.nlm.nih.gov/articles/PMC9182634/pdf/nutrients-14-02241.pdf](https://pubmed.ncbi.nlm.nih.gov/articles/PMC9182634/pdf/nutrients-14-02241.pdf)

bionap.com/assets/pdf/RED_ORANGE_COMPLEX_Clinical_Trial_skin_protection.pdf

[pmc.ncbi.nlm.nih.gov/articles/PMC9103794/pdf/cells-11-01447.pdf](https://pubmed.ncbi.nlm.nih.gov/articles/PMC9103794/pdf/cells-11-01447.pdf)

mdpi.com/2072-6643/14/20/4235%20

Actrisave published study:

hilarispublisher.com/open-access/efficacy-of-oryza-sativa-l-black-rice-and-opuntia-ficus-indica-l-blend-in-men-with-androgenetic-alopecia-a-randomized-do.pdf



HEALTHY SKIN, HAIR & NAILS

Embracing Individual Beauty From Within

CHANGING THE FACE OF BEAUTY

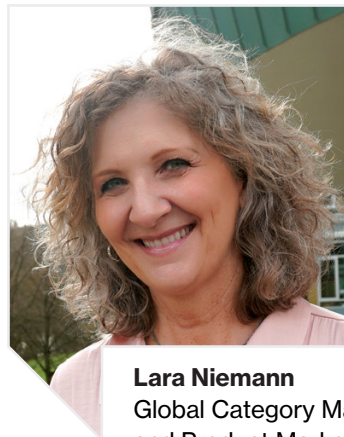
GELITA USA Inc. • P.O. Box 927 • Sioux City, IA 51102 • USA • www.gelita.com

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

GELITA

Q & A

Product Development Guide



Lara Niemann
Global Category Management
and Product Marketing, Beauty
Gelita

What specific ingredients related to nutricosmetics or beauty from within do you offer for supplement applications or natural skin care products?

VERISOL® Bioactive Collagen Peptides can be the hero ingredient for beauty-from-within brands. VERISOL delivers measurable results thanks to its unique peptide fingerprint — targeting beauty on a cellular level. This means excellent efficacy and clear, standout positioning for brand owners' products.

VERISOL's unique peptide profile stimulates the fibroblasts (skin cells) to produce more collagen, elastin, proteoglycans and hyaluronic acid. This stimulation leads to meaningful improvements in skin, hair and nails. The patented fingerprint of VERISOL is unique to this ingredient. It's often imitated but never duplicated. VERISOL Bioactive Collagen Peptides, in a dose of 2.5 grams, are suitable for diverse formats: powders, beverages, gummies, tablets and more.

Are there advancements in formulation or studies available to enhance new product innovations?

VERISOL is clinically effective with a low 2.5-gram dose (compared to competitive collagen peptides with doses of 5 grams, 10 grams or even more). This efficacy has been confirmed by seven ingredient-specific, high-level published clinical studies. This attention to scientific substantiation offers brands and consumers alike confidence in VERISOL's unique ability to unlock the full potential of collagen production for improvements in skin, hair and nail health.

Are there specific DSHEA-compliant product label claims or other clinically supported benefits for your ingredient(s)?

VERISOL delivers measurable results, enhancing efficacy and ensuring clear product positioning. Supported by several robust clinical studies, VERISOL promotes:

- Enhanced collagen production.
- Improved skin elasticity, hydration and texture.
- Noticeable reduction in the appearance of wrinkles.
- Stronger nails and hair.

Additionally, regulatory bodies around the world (Brazil, Japan, Canada) have reviewed the body of evidence and have awarded certain regulatory clearances for VERISOL.

As consumers make the connection between inner nutrition and outward radiance, what applications or nutritional benefits do your ingredient(s) offer to consumers across this broad spectrum?

Today, finding confidence in personal beauty is a global market trend that appeals to all kinds of people, regardless of gender, age, skin color or personal beliefs.

Beauty from within is a key focus of this trend — and VERISOL allows you to create innovative products. Optimized for their beauty-from-within benefits, VERISOL Bioactive Collagen Peptides are proven to deliver visible, confidence-boosting benefits for hair, skin and nails. By incorporating VERISOL, you can meet current market demands — and actively pioneer the next generation of beauty-from-within solutions that address consumer needs from the inside out.