



# Go for glow

Tapping into the nutricosmetics boom



## Introduction

As consumers look for “biology-backed beauty”, products that improve skin, hair, and nail appearance via metabolic pathways and cellular regeneration are increasingly in demand. This report explores the latest nutricosmetic research, formulation considerations for ingestibles, and product launches from around the world.

# Nutricosmetics become a mainstay of nutrition



**N**utricosmetics are products and ingredients that combine attributes of both nutrition and cosmetics, acting as nutritional supplements to improve the appearance of skin, hair, and nails, promoting beauty from within.

The global nutricosmetics market has an estimated value of \$9.4 billion and is expected to grow at a compound annual growth rate (CAGR) of 8.9% to 2030, to reach \$14.4 billion.<sup>1</sup> The Asia-Pacific region accounts for about half of global revenue, while North America is the fastest-growing market, especially as subscription-driven e-commerce has led to increased revenue.<sup>2</sup>

For cosmetic brands, the niche offers a lucrative opportunity, as products are purchased more frequently than topical ones, at around 12 times a year.<sup>3</sup>

Consumers increasingly are choosing healthy lifestyles, and nutricosmetics are



part of a holistic and mindful approach to feel good physically while improving overall health.<sup>4</sup> Particularly for younger consumers, for whom preventive health and self-care have attracted higher spending in recent years, beauty from within is becoming a mainstay of nutrition.<sup>5</sup>

The hair segment accounts for about 20% of total nutricosmetic product sales, but is

predicted to be the fastest growing segment to 2030, with a focus on hair thinning and shedding, as well as scalp health.<sup>6</sup>

About 60% of the sector is focused on skin health, with anti-ageing the biggest driver, such as minimising the appearance of wrinkles, and improving skin hydration and elasticity for a more youthful complexion.

Based on scientific evidence supporting the role of a healthy diet for the skin, it focuses on nourishing skin cells from within, and promises multiple benefits, including reduced wrinkles, spots, acne, and eczema, as well as improved skin texture and radiance.<sup>7</sup>

Social media now reaches every corner of the globe, and marketing via platforms like TikTok and Instagram has transformed the nutricosmetics market. Many brands are bypassing traditional retail altogether, concentrating on direct-to-consumer marketing online.

“Across all regions, direct-to-consumer digital channels and social media-led marketing are pivotal in driving education, trust, and discovery,” said Smriti Sharma, project lead for food and nutrition at Kline + Company.<sup>8</sup>

Ingredients that contribute to overall health increasingly are being marketed as part of a self-care routine that enhances



beauty.<sup>9</sup> This holistic approach also encompasses broader values, with rising interest in natural, clean-label, organic, sustainable, and ethically produced ingredients and brands.<sup>10</sup>

### Regional trends

Nutricosmetic trends vary from region to region. Asia remains the cultural and commercial epicentre of beauty from within, and markets like Japan, China, and South Korea are mature and sophisticated, while younger Indian consumers are driving rapid growth.<sup>11</sup>

“Beauty rituals and supplement use are deeply ingrained in daily culture, making Asia the most developed region yet still growing strongly,” said Sharma.<sup>12</sup>

In the US, Kline + Company notes a surge in wellness products for men, particularly around hair and scalp health, with brands such as Nutrafol, Hims & Hers, and GNC introducing male-specific hair supplements and topical kits.<sup>13</sup>



Meanwhile, Europe focuses on what Sharma refers to as “well-ageing”, as well as clean beauty and clinically supported efficacy. However, the region’s strict regulatory barriers limit claims, which may slow product launches, constraining market growth in the region.<sup>14</sup>

Demand for vegan and plant-based nutricosmetics is growing, and is particularly high in Europe, where vegan products accounted for 22% of the overall cosmetics market in 2022, with the UK, Germany, and France leading the way.<sup>15</sup>

According to the Vegan Society, more than 90% of UK consumers look for vegan-certified cosmetic products, and the market also is growing strongly in the US.<sup>16</sup> Purchase decisions have little to do with a vegan diet, and instead are aligned with environmental and animal cruelty concerns.<sup>17</sup>

Although there is little data available regarding vegan nutricosmetics

specifically, there is high interest in vegan products, especially among younger consumers, aligning with demand for sustainability and ethical consumerism.<sup>18</sup> This is reflected in product launches,

including among brands that claim to offer “vegan” collagen, but which in reality are made from ingredients that promote collagen production in the body, such as vitamins, minerals, and antioxidants.<sup>19</sup>



**Read more** Navigating novel technologies and regulatory compliance in the EU

## Regulatory hurdles

The beauty-from-within market is not without its challenges, and stringent regulations are one such obstacle.

If an ingredient was not regularly in use in Europe before 1997, the European Food Safety Authority (EFSA) mandates detailed dossiers for such ingredients under its novel foods process.<sup>20</sup>

In the US, the Food and Drug Administration (FDA) issued 670 warning letters in 2024 for inadequate evidence to back health claims, highlighting the potential cost of unverified claims.<sup>21</sup>

In China, too, the National Medical Products Association (NMPA) has an evolving framework for health food filing, which requires country-specific testing and packaging.<sup>22</sup> The associated costs make it harder for small companies to compete, creating an increasingly consolidated market that favours larger players with in-house regulatory teams.<sup>23</sup>

# The year of metabolic beauty



**T**he year 2026 is “a critical inflection point” for beauty, according to market researchers at Mintel: it is the year that marks the category’s evolution into a health-integrated category.

The development of biomarker testing, continuous metabolic monitoring, and bio-intelligent technologies, which are beginning to scale and move from niche to mainstream, is enabling personalised beauty interventions that target areas such as cellular resilience, energy balance, and hydration.

In a 2026 report, Mintel analysts wrote that consumers are moving away from “surface-level aesthetics” and are moving towards measurable, inside-out wellbeing.<sup>24</sup> This, in turn, is positioning metabolic health as the new foundation of beauty and personal care.

The investment community is also eyeing this development with interest. European

venture capital fund Five Seasons Ventures noted that skincare is increasingly positioned at the intersection of wellness, longevity, and preventative health, with consumers interested in beauty products with “biology-backed efficacy”.<sup>25</sup>



“In other words, beauty is becoming health-adjacent,” the company wrote in an

article highlighting its top consumer trends to watch in 2026. “And just like in household or functional beverages, the brands that win will combine emotional resonance with scientific depth.”

Five Seasons associate Lucie Paté said that consumers are asking “sharper” questions, such as: what does this do at a cellular level? Is it clinically tested? And does it support long-term skin health rather than short-term glow?

### **Trending ingredients for metabolic beauty**

One ingredient that has been propelled to the spotlight in recent years – Kim Kardashian is a fan – is nicotinamide mononucleotide (NMN), a precursor to the co-enzyme nicotinamide adenine dinucleotide (NAD+), which is present in all living cells.

NMN is a form of vitamin B3 that is used in supplement form to promote NAD+ synthesis in the body.<sup>26</sup> Increasing the level

of NAD+ in cells is thought to help maintain mitochondrial health, activate sirtuins, and support DNA repair, among other processes that support skin health.<sup>27</sup>

“NAD+ and NMN are on-trend ‘fountain of youth’ ingredients,” said Shiyun Zering, senior beauty and personal care analyst at Mintel. “They align with growing demand for products that support energy, resilience and beauty across life stages.”<sup>28</sup>

One 2025 study conducted by Korean researchers found that NMN offered multilayered protective effects against UVB-induced skin ageing by modulating oxidative stress, inflammatory signalling, extracellular matrix remodelling, and hyaluronic acid metabolism – although the study was conducted in hairless mice. Clinical research is needed to validate these protective effects in humans.

The market in Europe remains limited as NMN is considered to be an unauthorised novel food, although one brand has



**Read more** Social media hype and clinical findings drive NAD+ product development

submitted a dossier to EFSA and, at the time of writing, was at the risk assessment stage.<sup>29</sup>

In the meantime, brands in Europe have been innovating with forms of NAD+. In France, for instance, Insentials launched Inner Beauty H5-NADH, a food supplement that contains nicotinamide adenine dinucleotide hydride (NADH), a reduced, electron-rich form of NAD+ said to play a direct role in cellular energy production.

According to Carmen M Lerga, head of development at Olalla Consulting, other key metabolic beauty ingredients include senolytics that target ageing cells; adaptogens that help the body manage stress; bio-fermented actives that support gut-skin balance; and collagen peptides to support firmness and elasticity.

“These ingredients are becoming central to ingestible beauty because they influence the biological processes that underpin skin health,” she wrote.<sup>30</sup>





# Ingestible innovation

How great taste can support the science

W

hile it is common for beauty brands to make claims around cellular renewal, many of these have been validated *in vitro* or in animal tests rather than in clinical trials. #

As with all supplements, if brands' beauty claims do not translate into visibly rejuvenated skin that consumers can see and feel, the risk is they will disengage and stop buying.

One of the key challenges for nutricosmetics products is that results take time.

Topical formulations can create a sensation on the skin from the first use, even as the active ingredients take longer to have an effect, but nutricosmetics do not give this instant gratification.<sup>31</sup>

"An *in vitro* 80% increase in NAD+ may sound compelling, yet without proof of perceptible benefits, such claims risk being dismissed as rhetoric," warned Mintel



analysts.<sup>32</sup> So-called “in-and-out” product bundles – hybrid combinations of ingestible and topical products – can also help provide tangible sensation alongside ingredients that may take more time to deliver results.<sup>33</sup>

According to Lerga, a pleasing taste and texture can play an important role in ensuring the efficacy of a beauty-from-within ingestible product.

“When an ingestible tastes good, consumers use it consistently. When they use it consistently, results follow. Taste is therefore a strategic tool in preventative skincare ecosystems,” she wrote.<sup>34</sup>

Far from being a superficial detail, taste becomes a core driver of compliance, emotional connection, and perceived efficacy.

Creating a great-tasting ingestible requires careful formulation and technical precision. Any flavouring additive used



must remain stable throughout the product’s shelf life and cannot interact negatively with the active ingredients, Lerga noted.

Product developers must therefore select all ingredients, including flavour carriers, sweeteners, acidity regulators, antioxidants, and encapsulation systems, with care.

“Some actives, such as NAD precursors or senolytics, can have bitter or metallic notes. Masking these flavours without compromising efficacy is one of the biggest formulation challenges. Techniques include microencapsulation, synergistic flavour blends, and controlled release systems,” Lerga wrote.

“Processing conditions also influence taste. High shear mixing, heat exposure, and pH shifts can degrade flavour compounds. This is why ingestible formulation requires close collaboration between flavour chemists, processing engineers, and regulatory experts.”

# Spotlight on ingredient innovations



**C**ollagen and collagen peptides account for more than one-third (35.4%) of the nutricosmetics market, but probiotics and postbiotics are growing strongly, with a CAGR of around 9.7% forecast to 2030.<sup>35</sup>

Awareness has grown about the link between a healthy gut microbiome and other facets of health, and even though the EU has not yet approved any specific probiotic claims, these ingredients are widely used in products intended for skincare.<sup>36</sup>

“Vegan” collagen products now account for around 16% of the collagen market, but these do not contain any actual collagen, which is a byproduct of the meat industry.

Instead, plant-based substitutes for collagen are often marketed as collagen products, but are made from a blend of non-animal amino acids and other ingredients thought to promote collagen production in the body, such as vitamins,



minerals, and antioxidants.<sup>37</sup> Some of the most common ingredients in vegan collagen boosters include vitamins C, A, and E, and minerals such as zinc and copper.

Recent breakthroughs in bioengineering do hold promise for a truly vegan collagen made via precision fermentation, to produce an ingredient identical to animal-derived collagen without the need for any

animal material.<sup>38</sup> Aleph Farms and Jellatech are two startups using cell-culturing methods to produce animal collagen and even human collagen in laboratories.<sup>39,40</sup> However, these products not yet commercially available.

Other popular ingredients include used in nutricosmetics formulations include:

- **Vitamins**, particularly vitamin C, recognised for its antioxidant properties and its role in collagen production. It also helps reduce free radicals;<sup>41</sup>
- **Unsaturated fatty acids**, such as omega-3 and -6, appreciated for their beneficial action on the skin, and may help to treat inflammatory skin conditions, as well as maintain and improve overall skin health;<sup>42</sup>
- **Hyaluronic acid**, naturally present in the body, valued for its ability to retain water, and contributes to skin elasticity and firmness;<sup>43</sup>
- **Ceramides**, lipids naturally present in the skin that are essential molecules in

the skin's barrier structure;<sup>44</sup>

- **Dermal proteins**, such as collagen, which make up the bulk of the skin's cellular tissue, and help maintain its

firmness and elasticity.<sup>45</sup> Keratin is another dermal protein, which makes up 95% of hair structure. It ensures hair's resistance and elasticity, and research



**Read more** More education needed to counter 'misleading' vegan collagen claims

suggests it also may offer skin benefits,<sup>46</sup>

- **Polyphenols**, well-known **antioxidants**, as are anthocyanins, anthocyanidins, procyanidins, flavonoids, and ellagic and rosmarinic acids; and<sup>47</sup>
- **Mineral salts** such as **zinc**, which contribute to the repair of cellular tissue, and have an intervening effect on skin ageing.<sup>48</sup>

### Novel ingredient development

Emerging nutritional ingredients for skin, hair, and nails include plant and mushroom extracts, and manufacturers operating in the segment often emphasise natural, clean ingredients.<sup>49</sup>

Technological advances also underpin innovation, such as encapsulation and protection systems that enhance bioavailability through the digestive tract, or “smart” ingredient technologies that combine bioactives to make them more convenient, effective or easier to formulate.<sup>50</sup>



New and emerging nutricosmetic ingredients include:

- **Lycopene**, a powerful antioxidant abundant in tomatoes. Claimed benefits include mitigating oxidative stress-related dysfunction, with potential for improved heart health, blood sugar regulation, and even cancer.<sup>51</sup> Now, scientists have found it may help protect against UV damage, a

key contributing factor to skin ageing.<sup>52</sup>

- **Mushrooms** are trending in all areas of nutraceuticals, especially exotic varieties like chaga, lion’s mane and reishi.<sup>53</sup> They contain a wide range of bioactive ingredients, including some with anti-inflammatory and antioxidant properties. For skin health specifically, they have been shown to contain ingredients that could reduce inflammation and correct hyperpigmentation, although more research is needed to understand their mechanism of action and effective dosage.<sup>54</sup>
- **Combinations of ingredients** are often used to help position formulations for particular benefits, without relying on the efficacy of a single compound.

According to Sharma, from Kline + Company: “Companies are experimenting with hybrid actives – for example, combining collagen with antioxidants, vitamins, or adaptogens for multifunctional benefits.”

Nutricosmetic ingredients are delivered in various formats, including capsules, powders, tablets, shots, sachets, and gummies, as well as incorporated into ready-to-eat and ready-to-drink (RTD) foods and beverages.

The main reason for using a particular delivery format often may be efficacy – but consumer preference also plays an important role. According to Sharma, shots and RTDs are viewed as particularly effective for achieving necessary daily dosages of collagen or botanicals.

In addition, a broader trend toward “pill fatigue” in supplements is driving consumers toward more convenient and experiential formats.<sup>55</sup>

In addition, “in-and-out” beauty is on the rise, combining ingestible and topical products that respond to consumer interest in ritualised beauty routines and whole-body approaches to skin, hair, and nail care.<sup>56</sup>



**Read more** [Ingestible beauty: Integrating the principles of skin nutrition into NPD](#)

# Neurocosmetics and the rise of 'mind-body beauty'



**N**eurocosmetics is a niche but trending sub-category within nutricosmetics that leverages the gut-skin-brain axis and key neuroactive ingredients, such as peptides, adaptogens, and botanicals, for a holistic approach to beauty.

A growing body of research highlights the role of the skin, not just as a passive barrier, but as a complex sensory organ with its own microbiome that responds to emotional stressors, microbial imbalances, and neuroinflammation.<sup>57</sup>

Neuroinflammation is defined as a response of the central nervous system to damage from toxins, trauma, infection, or autoimmunity.<sup>58</sup>

### **Brain health's effect on skin, hair, and nails**

Hand-in-hand with the emerging field of psychodermatology, neurocosmetic products seek to prevent or mitigate skin reactions, from conditions like dermatitis,



psoriasis, and rosacea, to stress-related skin ageing and environmental damage.<sup>59</sup>

According to Mintel, the neurocosmetics trend is expected to grow over the next 18 months to two years, with more beauty and personal care products focusing on the interplay between mental health and skin health, and the use of ingredients that claim to deliver both physical and emotional benefits.<sup>60</sup>

It suggests that nutricosmetics are evolving beyond traditional skin-deep solutions, increasingly targeting the intersection of nutrition, skin health, and emotional wellness.<sup>61</sup>

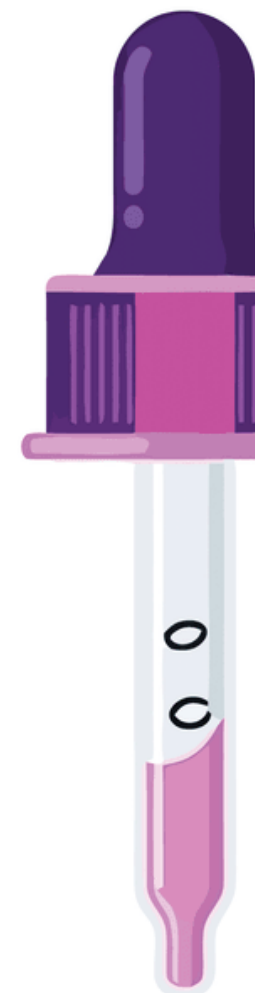
Researchers have linked various probiotic strains with wide-ranging health benefits, including skin health.

While consumption of certain probiotics has been linked with a healthy gut microbiome, research is beginning to reveal more complex links between a

healthy gut and inflammatory response.<sup>62,63</sup> A team of scientists, led by Dr Diala Haykal of the Centre Laser Palaiseau in Paris, have highlighted five key categories for neurocosmetics:<sup>64</sup>

- **Neuropeptides** such as palmitoyl peptides, which have anti-inflammatory properties;
- **Neurotransmitters or modulators** such as gamma-aminobutyric acid and niacinamide (vitamin B3), to reduce inflammation;
- **Plant adaptogens and extracts**, including ashwagandha, rhodiola extract, and cannabidiol, which are claimed to reduce cortisol, boost endorphins, and reduce inflammation, respectively;
- **Sensory modulators** like vanillyl butyl ester, to induce warming and vasodilation; and
- **Neuroprotective antioxidants** like lycopene and melatonin, which may reduce oxidative stress and help regulate mood and circadian rhythm.<sup>65</sup>





**Beauty-from-within  
product spotting**

**N**utricosmetic product launches in Europe focus on ingredient-led innovation, particularly in natural alternatives and supplements that support beauty from within.

### **Vegan collagen boosters**

In the UK, several brands are introducing vegan alternatives to popular collagen supplements, using plant-based ingredients to promote collagen production.<sup>66</sup>

Raise + Replenish launched a beauty-boosting latte with acerola cherry, rich in vitamin C and bioflavonoids, chaga mushroom, and nettle as a source of silica.<sup>67</sup> Authentic Biotics uses vitamin C from amla and zinc from guava to enhance collagen synthesis, alongside flavanols, superoxide dismutase, and ceramides.<sup>68</sup>

### **Men's health and wellness**

The US has seen a significant men's nutricosmetics boom, driven by gen Z and



millennial consumers who are concerned about hair loss and scalp health. Nutrafol has expanded from women's hair

supplements into male formulations and topical kits, using the tagline "Hair health is whole body health".<sup>69</sup>

Hims & Hers offers gender-targeted ingestibles and topicals.<sup>70</sup> In addition, GNC has launched a range of private-label men's wellness supplements.

"These launches reflect normalisation of beauty supplementation among men and growing social acceptance," said Sharma, of Kline + Company.<sup>71</sup>

### **Sustainable and vegan lines**

Ritual has launched vegan capsules for skin hydration, containing hyaluronic acid and plant oil extract from wheat.<sup>72</sup> Garden of Life has launched vegan collagen builder tablets.<sup>73</sup>

### **'In-and-out' beauty**

Brands such as Viviscal and Nutrafol now market bundled kits combining ingestibles and topicals, such as supplements with shampoos and conditioners for results both inside and out.

French brand Ozza Cosmetics uses high-pressure processing (HPP) for its cosmetics



to preserve nutrients without preservatives. It launched at the end of 2024 with three cold-pressed juices containing ingredients like aloe vera, carrot, celery, and lemon, alongside complementary topical serums and creams.<sup>74</sup>

### **Neurocosmetic products**

These launches reflect a broader trend towards functional, plant-based, and science-backed nutricosmetic products that address both beauty and holistic wellness, particularly in Europe.

R.Y.M. Nutrition has launched nootropic supplements to support sleep, memory, energy, concentration, and mood, using homeopathic botanicals targeting cognitive health and overall wellbeing.<sup>75</sup>

Mindsopic introduced an oral longevity spray containing bioPQQ, L-reduced glutathione, Cordiart, co-enzyme Q10, and resveratrol, aiming to stimulate cell regeneration and slow degeneration, for body and mind.<sup>76</sup>



## Key takeaways

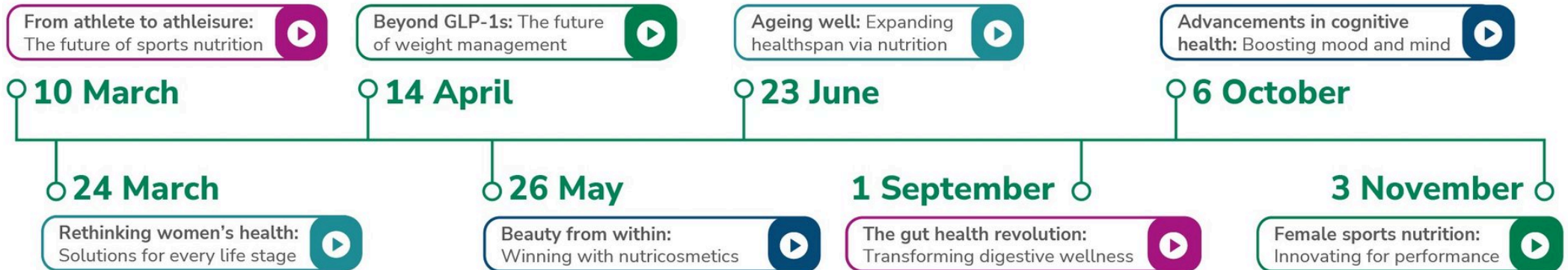
- **Metabolic health has become the new foundation of beauty as consumers seek inside-out wellbeing that can be measured using biomarker testing.**
- **Beauty ingestibles require careful formulation to ensure stability of bioactives and to minimise ingredient interference – but a well-formulated, great-tasting product can be key to repeat consumption.**
- **Skin health accounts for 60% of the market, with anti-ageing the top driver.**
- **Collagen accounts for more than one-third of the nutricosmetics market but probiotics and postbiotics are the fastest-growing ingredient category.**
- **So-called vegan collagen boosters are increasing in popularity, but differ significantly from collagen.**
- **“Pill fatigue” is driving consumers to try more experiential and convenient delivery formats, and “in-and-out” product bundles can provide an instant benefit to support longer-term results.**
- **Neurocosmetics are on the rise, targeting the gut-skin-brain axis for all-round health and beauty.**



# Webinar Calendar 2026

The Vitafoods Insights Webinar Series covers key nutraceutical market topics, offering attendees the opportunity to get up to speed on market trends, consumer insights, and ingredient innovations to create effective formulations.

Our editorial webinars feature live discussions and Q&A with industry experts. The sessions will cover case studies, market reports, consumer research, regulatory updates, sourcing tips, technology breakthroughs, and relevant startups.



[LEARN MORE](#)





# References

1. [www.mordorintelligence.com/industry-reports/nutricosmetics-market](http://www.mordorintelligence.com/industry-reports/nutricosmetics-market)
2. [www.mordorintelligence.com/industry-reports/nutricosmetics-market](http://www.mordorintelligence.com/industry-reports/nutricosmetics-market)
3. <https://nutraceuticalbusinessreview.com/tosla-nutricosmetics-nutricosmetic-trends-ingredients>
4. [www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics](http://www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics)
5. [www.mckinsey.com/industries/consumer-packaged-goods/our-insights/future-of-wellness-trends](http://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/future-of-wellness-trends)
6. [www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics](http://www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics)
7. <https://health-beauty.groupeberkem.com/en/news/nutricosmetics/>
8. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
9. [www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics](http://www.seppic.com/article/Unlocking-the-growth-potential-of-nutricosmetics)
10. <https://natrue.org/natural-beauty-trends-2024/>
11. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
12. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
13. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
14. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
15. [www.researchandmarkets.com/reports/5819766/vegan-cosmetics-market-outlook](http://www.researchandmarkets.com/reports/5819766/vegan-cosmetics-market-outlook)
16. [www.vegansociety.com/the-vegan-trademark](http://www.vegansociety.com/the-vegan-trademark)
17. [www.researchandmarkets.com/reports/5819766/vegan-cosmetics-market-outlook](http://www.researchandmarkets.com/reports/5819766/vegan-cosmetics-market-outlook)
18. <https://nutricosmetics2030.com/nu2030/nutricosmetics-under-the-microscope-global-research-on-brands-tackling-beauty-from-within/>
19. Yung-Kai Lin, Chia-Hua Liang, Yung-Hsiang Lin, Tai-Wen Lin, Josué Jiménez Vázquez, Anthony van Campen, Chi-Fu Chiang, Oral supplementation of vegan collagen biomimetic has beneficial effects on human skin physiology: A double-blind, placebo-controlled study, *Journal of Functional Foods*, Volume 112, 2024, 105955, ISSN 1756-4646, <https://doi.org/10.1016/j.jff.2023.105955>
20. [www.anses.fr/en/content/what-are-novel-foods-and-food-ingredients](http://www.anses.fr/en/content/what-are-novel-foods-and-food-ingredients)
21. [www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/compliance-actions-and-activities/warning-letters](http://www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/compliance-actions-and-activities/warning-letters)
22. [www.cirs-group.com/en/cosmetics/analysis-report-on-the-filing-status-of-new-cosmetic-ingredients-in-china-august-2025](http://www.cirs-group.com/en/cosmetics/analysis-report-on-the-filing-status-of-new-cosmetic-ingredients-in-china-august-2025)
23. [www.mordorintelligence.com/industry-reports/nutricosmetics-market](http://www.mordorintelligence.com/industry-reports/nutricosmetics-market)

24. Mintel, *2026 Global Beauty & Personal Care Predictions*.
25. <https://fiveseasonsventures.substack.com/p/closing-2025-and-where-the-consumer>
26. [www.ingredientsnetwork.com/nmn-an-on-trend-fountain-of-youth-ingredient-for-news128271.html](http://www.ingredientsnetwork.com/nmn-an-on-trend-fountain-of-youth-ingredient-for-news128271.html)
27. [www.ingredientsnetwork.com/nmn-an-on-trend-fountain-of-youth-ingredient-for-news128271.html](http://www.ingredientsnetwork.com/nmn-an-on-trend-fountain-of-youth-ingredient-for-news128271.html)
28. [www.vitafoodsinsights.com/cognitive-mental-health/social-media-hype-and-clinical-findings-drive-nad-product-development](http://www.vitafoodsinsights.com/cognitive-mental-health/social-media-hype-and-clinical-findings-drive-nad-product-development)
29. [www.uthever.com/nmn-novel-food-status-uthever-nmn-leads-the-eu-compliance-race/](http://www.uthever.com/nmn-novel-food-status-uthever-nmn-leads-the-eu-compliance-race/)
30. <https://blog.olallaconsulting.com/metabolic-beauty-how-taste-is-transforming-preventative-skincare>
31. [www.youtube.com/watch?v=2GY5eZh4WMg&t=1440s](http://www.youtube.com/watch?v=2GY5eZh4WMg&t=1440s) Vincenzo Carrara, Carrara Advisory
32. Mintel, *2026 Global Beauty & Personal Care Predictions*.
33. [www.formesdeluxe.com/article/ingestibles-in-out-beauty-four-wellness-brands-to-watch.64976](http://www.formesdeluxe.com/article/ingestibles-in-out-beauty-four-wellness-brands-to-watch.64976)
34. <https://blog.olallaconsulting.com/metabolic-beauty-how-taste-is-transforming-preventative-skincare>
35. [www.mordorintelligence.com/industry-reports/nutricosmetics-market](http://www.mordorintelligence.com/industry-reports/nutricosmetics-market)
36. [www.ombudsman.europa.eu/en/opening-summary/en/179398](http://www.ombudsman.europa.eu/en/opening-summary/en/179398)
37. Yung-Kai Lin, Chia-Hua Liang, Yung-Hsiang Lin, Tai-Wen Lin, Josué Jiménez Vázquez, Anthony van Campen, Chi-Fu Chiang, Oral supplementation of vegan collagen biomimetic has beneficial effects on human skin physiology: A double-blind, placebo-controlled study, *Journal of Functional Foods*, Volume 112, 2024, 105955, ISSN 1756-4646, <https://doi.org/10.1016/j.jff.2023.105955>
38. <https://21st.bio/industries-precision-fermentation/bioproduction-of-collagen-with-precision-fermentation/>
39. [www.vitafoodsinsights.com/startups/jellatech-cso-on-scaling-up-bio-identical-cell-cultured-human-collagen](http://www.vitafoodsinsights.com/startups/jellatech-cso-on-scaling-up-bio-identical-cell-cultured-human-collagen)
40. [www.vitafoodsinsights.com/healthy-ageing/aleph-farms-to-produce-cell-cultured-collagen](http://www.vitafoodsinsights.com/healthy-ageing/aleph-farms-to-produce-cell-cultured-collagen)
41. Boyera N, Galey I, Bernard BA. Effect of vitamin C and its derivatives on collagen synthesis and cross-linking by normal human fibroblasts. *Int J Cosmet Sci*. 1998 Jun;20(3):151-8. doi: 10.1046/j.1467-2494.1998.171747.x. PMID: 18505499. <https://pubmed.ncbi.nlm.nih.gov/18505499/>
42. Balić A, Vlašić D, Žužul K, Marinović B, Bukvić M, Mokos Z. Omega-3 Versus Omega-6 Polyunsaturated Fatty Acids in the Prevention and Treatment of Inflammatory Skin Diseases. *Int J Mol Sci*. 2020 Jan 23;21(3):741. doi: 10.3390/ijms21030741. PMID: 31979308; PMCID: PMC7037798. <https://pmc.ncbi.nlm.nih.gov/articles/PMC7037798/>
43. Gao YR, Wang RP, Zhang L, Fan Y, Luan J, Liu Z, Yuan C. Oral administration of hyaluronic acid to improve skin conditions via a randomized double-blind clinical test. *Skin Res Technol*. 2023

- Nov;29(11):e13531. doi: 10.1111/srt.13531. PMID: 38009035; PMCID: PMC10661223. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10661223/>
44. Schild J, Kalvodová A, Zbytovská J, Farwick M, Pyko C. The role of ceramides in skin barrier function and the importance of their correct formulation for skincare applications. *Int J Cosmet Sci.* 2024 Aug;46(4):526–543. doi: 10.1111/ics.12972. PMID: 39113291. <https://pubmed.ncbi.nlm.nih.gov/39113291/>
45. Luana Dias Campos, Valfredo de Almeida Santos Junior, Júlia Demuner Pimentel, Gabriel Lusi Fernandes Carregã, Cinthia Baú Betim Cazarin, Collagen supplementation in skin and orthopedic diseases: A review of the literature, *Heliyon*, Volume 9, Issue 4, 2023, e14961, ISSN 2405–8440, <https://doi.org/10.1016/j.heliyon.2023.e14961>.
46. Tursi F, Nobile V, Cestone E, De Ponti I, Lepoudere A, Sergheraert R, Soulard JP. The Effects of an Oral Supplementation of a Natural Keratin Hydrolysate on Skin Aging: A Randomized, Double-Blind, Placebo-Controlled Clinical Study in Healthy Women. *J Cosmet Dermatol.* 2025 Jan;24(1):e16626. doi: 10.1111/jocd.16626. Epub 2024 Oct 4. PMID: 39367631; PMCID: PMC11743286. <https://pubmed.ncbi.nlm.nih.gov/39367631/>
47. Sun M, Deng Y, Cao X, Xiao L, Ding Q, Luo F, Huang P, Gao Y, Liu M, Zhao H. Effects of Natural Polyphenols on Skin and Hair Health: A Review. *Molecules.* 2022 Nov 14;27(22):7832. doi: 10.3390/molecules27227832. PMID: 36431932; PMCID: PMC9695112. <https://pmc.ncbi.nlm.nih.gov/articles/PMC9695112/>
48. Jiang, N; Quan, T; Li, R; Chen, Y; Gao, T. Role of Nutritional Elements in Skin Homeostasis: A Review. *Biomolecules* 2025, 15, 808. <https://doi.org/10.3390/biom15060808>
49. <https://straitresearch.com/report/nutricosmetics-market>
50. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
51. [www.healthline.com/nutrition/lycopene](http://www.healthline.com/nutrition/lycopene)
52. Petyaev IM, Pristensky DV, Morgunova EY, Zigangirova NA, Tsibezov VV, Chalyk NE, Klochkov VA, Blinova VV, Bogdanova TM, Iljin AA, Sulkovskaya LS, Chernyshova MP, Lozbiakova MV, Kyle NH, Bashmakov YK. Lycopene presence in facial skin corneocytes and sebum and its association with circulating lycopene isomer profile: Effects of age and dietary supplementation. *Food Sci Nutr.* 2019 Mar 13;7(4):1157–1165. doi: 10.1002/fsn3.799. PMID: 31024688; PMCID: PMC6475749. <https://pmc.ncbi.nlm.nih.gov/articles/PMC6475749/>
53. Hom-Singli Mayirnao, Karuna Sharma, Pooja Jangir, Surinder Kaur, Rupam Kapoor, Mushroom-derived nutraceuticals in the 21st century: an appraisal and future perspectives, *Journal of Future Foods*, Volume 5, Issue 4, 2025, Pages 342–360, ISSN 2772–5669, <https://doi.org/10.1016/j.jfutfo.2024.07.013>
54. Taofiq O, Barreiro MF, Ferreira ICFR. The Role of Bioactive Compounds and other Metabolites from Mushrooms against Skin Disorders – A Systematic Review Assessing their Cosmeceutical and Nutricosmetic Outcomes. *Curr Med Chem.* 2020;27(41):6926–6965. doi: 10.2174/0929867327666200402100157.

- PMID: 32238131. <https://pubmed.ncbi.nlm.nih.gov/32238131/>
55. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
56. [www.magazine-avantages.fr/la-beaute-in-out-qu-est-ce-que-c-est,194084.asp](http://www.magazine-avantages.fr/la-beaute-in-out-qu-est-ce-que-c-est,194084.asp)
57. [www.sciencedirect.com/science/article/pii/S0738081X25001427](http://www.sciencedirect.com/science/article/pii/S0738081X25001427)
58. [www.sciencedirect.com/topics/medicine-and-dentistry/neuroinflammation](http://www.sciencedirect.com/topics/medicine-and-dentistry/neuroinflammation)
59. [www.sciencedirect.com/science/article/pii/S0738081X25001427](http://www.sciencedirect.com/science/article/pii/S0738081X25001427)
60. [https://clients.mintel.com/content/report/2024-beauty-personal-care-trends-latam#workspace\\_SpacesStore\\_8d1aa483-dace-4cb4-83af-59](https://clients.mintel.com/content/report/2024-beauty-personal-care-trends-latam#workspace_SpacesStore_8d1aa483-dace-4cb4-83af-59)
61. [https://clients.mintel.com/content/report/2024-beauty-personal-care-trends-latam#workspace\\_SpacesStore\\_8d1aa483-dace-4cb4-83af-59](https://clients.mintel.com/content/report/2024-beauty-personal-care-trends-latam#workspace_SpacesStore_8d1aa483-dace-4cb4-83af-59)
62. <https://my.clevelandclinic.org/health/treatments/14598-probiotics>
63. [www.ncbi.nlm.nih.gov/pmc/articles/PMC7306068/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC7306068/)
64. [www.sciencedirect.com/science/article/pii/S0738081X25001427](http://www.sciencedirect.com/science/article/pii/S0738081X25001427)
65. [www.sciencedirect.com/science/article/pii/S0738081X25001427](http://www.sciencedirect.com/science/article/pii/S0738081X25001427)
66. [https://clients.mintel.com/content/insight/natural-organic-products-europe-london-april-2023#workspace\\_SpacesStore\\_d5e38392-8e4a-4440-a29](https://clients.mintel.com/content/insight/natural-organic-products-europe-london-april-2023#workspace_SpacesStore_d5e38392-8e4a-4440-a29)
67. [www.hollandandbarrett.com/shop/product/raise-replenish-that-glow-tho-superfood-latte-blend-210g-6100002474](http://www.hollandandbarrett.com/shop/product/raise-replenish-that-glow-tho-superfood-latte-blend-210g-6100002474)
68. [https://authenticbiotics.com/pages/manufactured-products?srsId=AfmBOor3lyz\\_lfxt953zgaCsVvZXImRQjVh8xQW](https://authenticbiotics.com/pages/manufactured-products?srsId=AfmBOor3lyz_lfxt953zgaCsVvZXImRQjVh8xQW)
69. <https://nutrafol.com/>
70. [www.hims.com/hair-loss](http://www.hims.com/hair-loss)
71. Smriti Sharma, project lead for food and nutrition at Kline + Company, via email, 22 October 2025.
72. <https://ritual.com/products/hyacera-for-skin-hydration>
73. [www.gardenoflife.com/products/our-collagen/plant-based-collagen](http://www.gardenoflife.com/products/our-collagen/plant-based-collagen)
74. <https://ozzacosmetics.com/>
75. [www.rymnutrition.com/](http://www.rymnutrition.com/)
76. [www.kinetic4health.co.uk/vive-vitae-45ml.html](http://www.kinetic4health.co.uk/vive-vitae-45ml.html)

## Image credits

**Page 1** © AdobeStock/sakkmesterke

**Page 2** © AdobeStock/Wesley J/peopleimages.com

**Page 3** © AdobeStock/fotofabrika

**Page 3i** © AdobeStock/Tamline L/peopleimages.com

**Page 3ii** © AdobeStock/MIND AND I

**Page 3iii** © AdobeStock/Inga

**Page 3iv** © iStock/PeopleImages

**Page 4** © AdobeStock/L Ismail/peopleimages.com

**Page 4i** © AdobeStock/Jacob Lund

**Page 4ii** © iStock/Mizina

**Page 4iii** © AdobeStock/Elle Bramble/Cultura Creative

**Page 5** © AdobeStock/Vane Nunes

**Page 5i** © AdobeStock/AntonioDiaz

**Page 5ii** © iStock/insta\_photos

**Page 6** © AdobeStock/gitusik

**Page 6i** © AdobeStock/Pixel-Shot

**Page 6ii** © AdobeStock/motortion

**Page 6iii** © AdobeStock/Tavan

**Page 6iv** © iStock/IRA\_EVVA

**Page 7** © AdobeStock/paulaphoto

**Page 7i** © AdobeStock/Игорь Дзюин

**Page 7ii** © AdobeStock/JPC-PROD

**Page 8** © AdobeStock/vector desgins

**Page 8i** © AdobeStock/Bliss

**Page 8ii** © AdobeStock/Zstock

**Page 9** © AdobeStock/Alena

**Page 9i** © AdobeStock/Pixel-Shot

**Page 10** © AdobeStock/LIGHTFIELD STUDIOS

**Page 11** © AdobeStock/Andrey Popov

Thank you for reading

# Go for glow: Tapping into the nutricosmetics boom

Got feedback? Email [vitafoodsinsights@informa.com](mailto:vitafoodsinsights@informa.com)

