

An Examination of the Dynamic Beauty Foods Trend

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Interest in nutricosmetics has begun to grow alongside interest in functional products, leading to the addition of new products which are complementary to the traditional beauty industry. Nutricosmetics have emerged as a new nutraceuticals segment, initially gaining popularity in Japan and Europe, and which has now trickled down to the US. The term derives from the combination of foods, pharma and cosmetics. Nutricosmetic products generally focus on three areas - skin, hair and beauty. In the skin segment, nutricosmetics address a range of problems, including skin repair, pigmentation issues, firmness, whitening, aid slimming and help to prevent ageing. For hair, nutricosmetic products claim to aid growth, restoration, nourishment and volume, while nail-specific products concentrate on improving strength and the overall appearance of nails. Nutricosmetics are available in pill, tablet, liquid and food formats. Foods and drinks positioned and marketed as beauty-enhancing are a newer concept, with the rise of added-value functional foods becoming the next logical step for innovation in the cosmetics and toiletries industry.

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