

SPORTS & LIFESTYLE

SEVENTH EDITION
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NUTRITION NEWSLETTER

Beauty-Based
Beverages and
Supplements



Beauty from Within

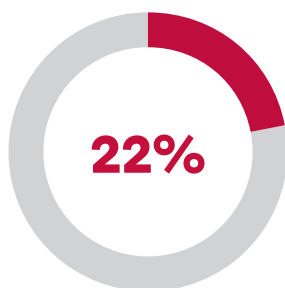
Interest in the global beauty supplements market has grown significantly in recent years. According to a market analysis report, the global women's health and beauty supplements market size was valued at 52.2 billion dollars in 2020 (women aged 31-50 accounted for 40% of the market share¹) and is projected to grow at a compound annual growth rate (CAGR) of 4.75% from 2020 to 2026 to reach 68.96 billion dollars. The launch of innovative vitamin and mineral supplements is an important driver of this shift.

Another major component of this trend is the beauty-enhancing benefits of food, which when leveraged have opportunities on two fronts. For cosmetics companies, food-grade ingredients can be utilized in non-food products, such as face creams or hair care. Food and beverage brands can utilize the trend by incorporating specific ingredients with beauty-enhancing benefits.

As consumers become increasingly attracted to edible supplements and their associated claims, beauty brands should keep a few key ingredients top of mind for new formulations. This newsletter will explore these ingredients, their market performance and perception, and how they can be used to create products that stand out.

A. Fastest Growing Dietary Supplement Category⁷

Beauty from within: Fastest growing dietary supplement category



22% of consumers have taken a beauty supplement for skin, hair and nails

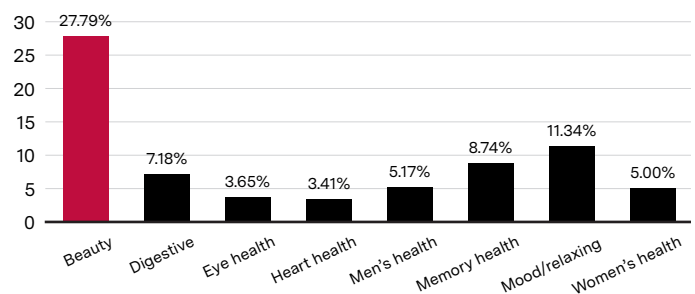
31% of US adults aged 35-44 have taken beauty supplements in the last 3 months (as of July 2020)

55% of skincare users in US agree diet is just as important as skincare products when it comes to appearance

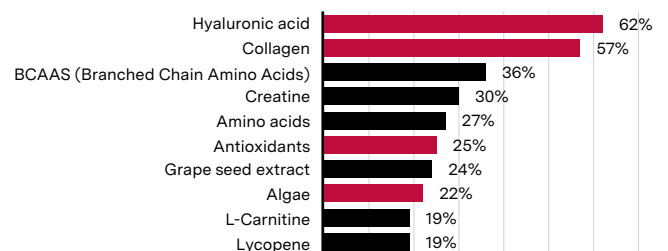
30% of women who get nail services at a salon have interest in supplements to boost nail growth

B. Create a Winning Product²

Categories within dietary supplements - CAGR growth from 2015-2020



Top ten beauty supplements usage by women



Collagen and the Rise of Beauty Drinks



Collagen has joined the ranks of on-trend wellness ingredients based on its assumed positive effects on skin complexion⁴. Because the body's ability to produce collagen diminishes during the ageing process, consuming collagen has become a popular way to slow the advancement of visible ageing.

Recent Growth In New Product Launches

Collagen drinks aren't new to the market, but continue gaining momentum, doubling their presence in the non-alcoholic drink market from 2017-2019.

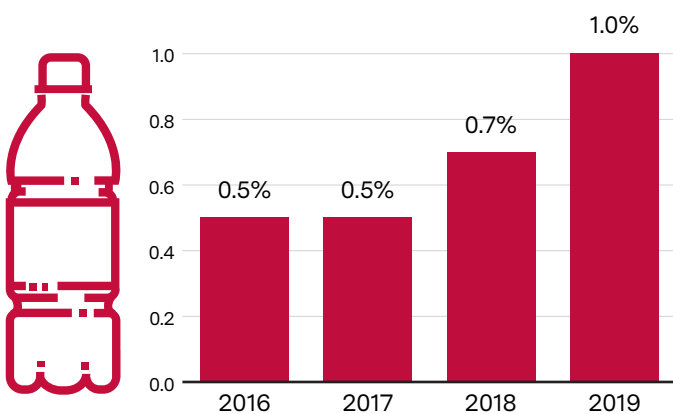


Fig 1.

Global: Non-Alcoholic Drink Launches, % Featuring Collagen⁴

Expansion Across Beverage Categories

As seen in Figure 2 below, collagen is being incorporated into an increasing number of beverage categories, from juice drinks to carbonated soft drinks. 'Other beverages', which include meal replacements, account for two thirds of global launches over a two-year period.

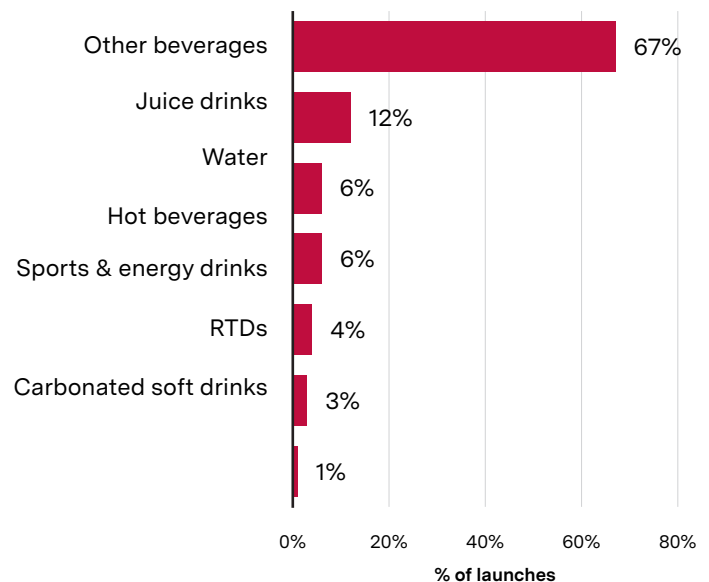


Fig 2.

Non-Alcoholic Drinks Featuring Collagen, % Share by Category, 2018-19⁴

Collagen Is Flying Off The Digital Shelf

Beyond its beauty claims, collagen has demonstrated benefits in improving joint health, sports performance, and more. Thanks to this wide range of appeal and celebrity endorsements, collagen supplements have performed brilliantly on Amazon in recent years³.

Collagen sales are booming online

Collagen supplements experienced a **59%** year-over-year (YoY) growth rate as of April 2021. Gains are partially due to the COVID-19 pandemic pushing consumers to eCommerce, but even moving well into 2021, consumers are still spending the same (or more) as they did prior to the pandemic.

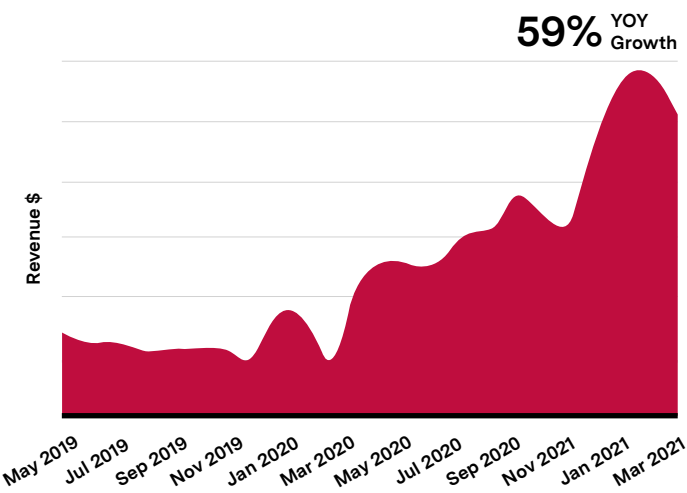


Fig 3.

Collagen Sales are Booming Online³

A Trend With Global Appeal

Vitality and beauty aren't exclusive desires for one particular culture or region. In both China and Brazil, for example, roughly half of the consumers expressed an interest in innovative juices with beauty and anti-ageing benefits. Consumer preferences like these appear to be driving global demand for ingredients like collagen.

While Asia Pacific leads the way by a significant margin, ingestible collagen appears to have caught on globally. In general, global juice drinks containing collagen grew by 55% in the last three years, and Europe in particular has seen uniquely promising growth⁵.

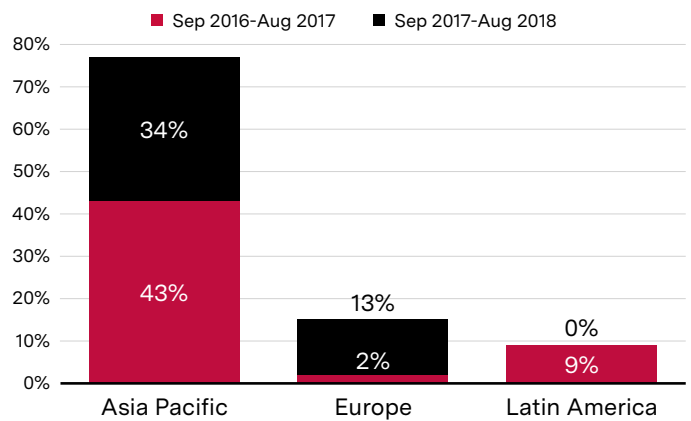


Fig 4.

Collagen-infused juice drinks launches, % of total by region by year, Sep 2016-Aug 2018⁵

Established Success In Hot Beverages

Though ingestible beauty claims are still somewhat niche in the drinks category in general, the hot beverages market has forged a path for other functional beverage producers to follow. Today, hot beverages still lead the way globally with 45.6% of beverage-based beauty claims focusing on this segment, and functional tea brands routinely incorporate antioxidants and botanicals to enhance their beautification credentials.

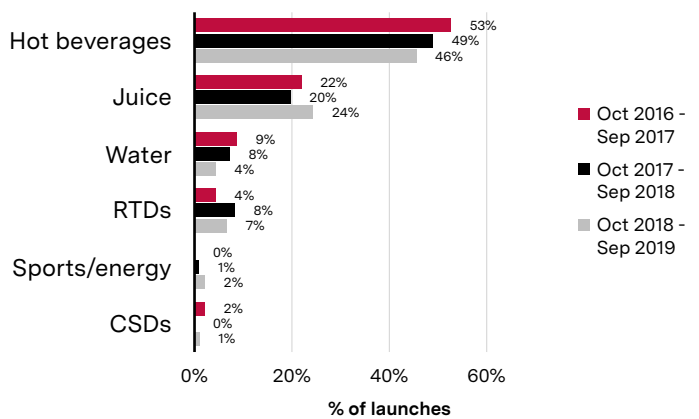


Fig 5.

Global: Beauty-Enhancing Claims by Drink Categories, Oct. 2016 – Sept. 2019⁴

Dive Into Marine Collagen

Found in the body, type 1 collagen weakens in the skin throughout the ageing process. However, studies show that consuming marine collagen — which contains Type 1 collagen — can repair elastin protein fibers, thicken the outer skin surface, provide antioxidant protection, and promote bone growth.

As seen in Figure 6, product launches with beauty claims using marine collagen rose by 57% between 2019 and 2020.⁷

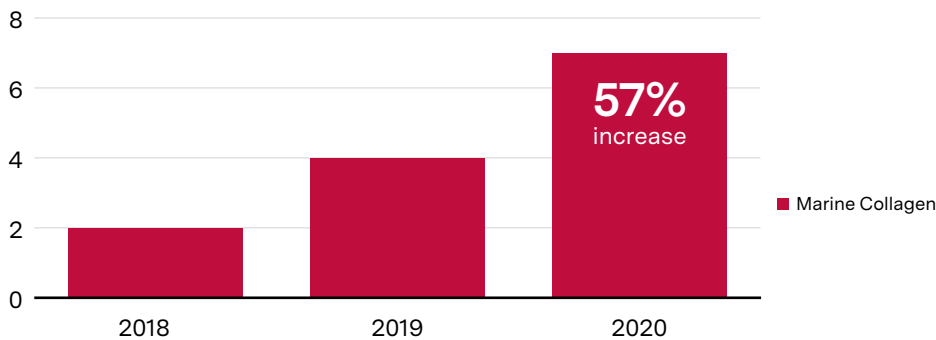


Fig 6.

Product Launches with Beauty Claims Using Marine Collagen⁷

Compared to other types of collagen, marine collagen imparts less of an impact on the environment as it is sourced from wild-caught fish. As shown in figure 7, wild-caught fish produce significantly less greenhouse gas emissions than beef or pig.⁶

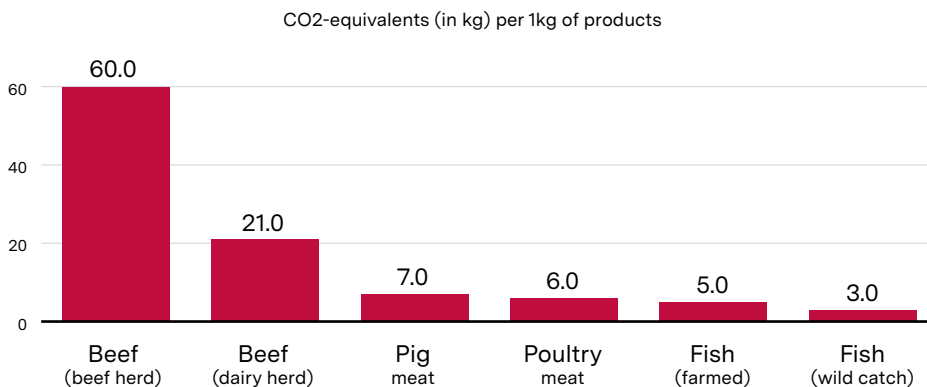


Fig 7.

GHG Emissions Per Kilogram of Food Product⁶

Boost Collagen Drinks With Hyaluronic Acid

Brands looking to position their products in the beauty space can also leverage other dietary supplement ingredients. While there is a lack of scientific evidence regarding its efficacy when consumed, hyaluronic acid stands out as an emerging add-on ingredient in collagen drinks, as seen in Figure 8.

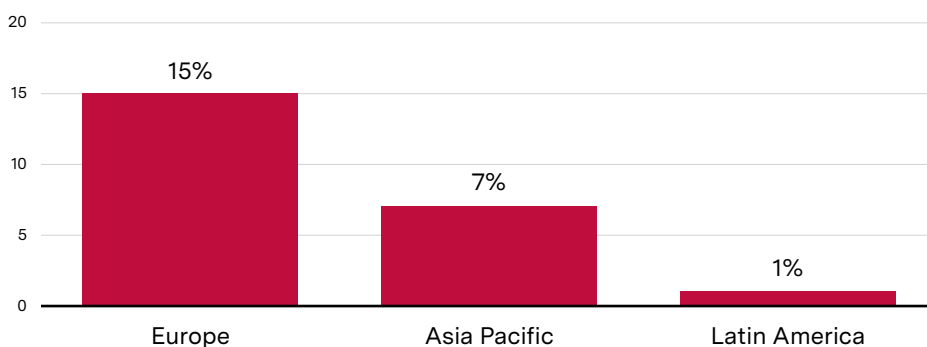


Fig 8.

Global: Collagen drink launches, % featuring hyaluronic acid, by region, 2018-19⁷



Top Growing Flavours In Collagen Supplements

Most collagen powder supplements are unflavoured, however recent trends suggest more companies are beginning to introduce flavoured options to differentiate from competitors and enhance their product lines. Top growing flavours for collagen products from 2018-2020⁸ include:

Strawberry	100% CAGR
Berry	100% CAGR
Mango	87% CAGR
Vanilla	73% CAGR
Orange	123% CAGR
Blueberry	144% CAGR

The Allure Of Biotin

Biotin is a water-soluble B vitamin that contributes to bodily functions both vital and aesthetic in nature. Benefits include energy, immune support, and well-established beauty claims in the personal care space — and brands can use that existing marketability to fuel the success of functional drink products.

In the past five years, 17% of global products that included biotin in the product description were launched in the food and drink category. As the ingestible beauty trend continues to grow, however, so too will biotin's perception as a functional food ingredient suited to bolster marketable drinks⁹.

Other Ways To Boost Collagen Production

Since the effectiveness of ingesting collagen as a beauty supplement is still unclear, brands should also market the credentials of naturally occurring collagen boosters — specific nutrients and ingredients that can help to build upon and repair the body's existing collagen stocks⁴.

Natural collagen boosters are foods rich in micronutrients, particularly vitamins A and C, omega-3 and zinc. Examples include:

- Gooseberry
- Berries
- White tea
- Dark leafy vegetables

Prinova Concepts for Beauty from Within



Radiance Water

Refreshing flavoured still water including collagen vitamins and minerals for maintenance of normal hair, skin and nails.

Highlights:

- Marine collagen
- Selenium and zinc to help maintain healthy nails
- Biotin to help maintain shiny, healthy hair
- Vitamin B2 to help maintain healthy skin

NUTRITIONAL INFO	PER 500ML BOTTLE
Energy kJ / Kcal	167 kJ / 40 Kcal
Protein (OmniCol™ Collagen) (g)	10
Carbohydrates (g)	0
Of which sugars (g)	0
Fats (g)	0
Of which saturates (g)	0
Salt (g)	0.2
Vitamin C	40mg (50% NRV)
Zinc	1.5mg (15% NRV)
Selenium	8.3mcg (15% NRV)
Biotin	7.5mcg (15% NRV)
Vitamin B2	0.21mg (15% NRV)



Beauty Protein

A blend of marine collagen peptides with goFAT® coconut and Cococin® coconut oil powder.

Highlights:

- 20g of marine collagen peptides to support the health of hair, skin and nails
- Added beauty fats blend including goFAT®, Cococin® coconut oil powder
- Vitamin premix to support hair, skin and nails health claims

NUTRITIONAL INFO	PER 28G SERVING
Energy kJ / Kcal	652 kJ / 157 Kcal
Protein (g)	20
Carbohydrates (g)	2.6
Of which sugars (g)	0.1
Fats (g)	2.85
Of which saturates (g)	3.5
Salt (g)	0.00
Marine Collagen Peptides	20g
Cococin Coconut Oil Powder	3g
Sodium Hyaluronate	100mg
Acerola Cherry 25% Vit C	40mg
Zinc	1.5mg
Selenium	8.3mcg
Biotin	7.5mcg

Flavourings:

- **Unflavoured** – Pacific Peptides™ offer industry leading taste & solubility, perfect for unflavoured straight fill applications.
- **Flavoured** – Some lesser marine collagens may have a challenging taste or smell to overcome.
 - Generally fruit-type flavours work well on a marine collagen base, particularly sulfuric flavors like tropical fruits with a strong aroma
 - We have flavour modifiers that provide a more balanced sweetness when combined with sucralose and have slight masking properties



Branded Ingredients for Beauty from Within

Saberry - Amla Berry Extract

Saberry® is a proprietary, patent pending, extract of fruits of *emblica officinalis* (synonymous with *phyllanthus emblica*), more commonly known as amla. Amla fruits are regarded as an adaptogen. The term 'adaptogen' is used by herbalists to refer to a natural product that potentially increases the body's resistance to stress, trauma, anxiety and fatigue.

Product Applications

- Powder blends
- Ready to drink
- Sports beverages
- Clear beverages

To learn more about Saberry, [click here](#).

Cococin® - Coconut Water Powder

Cococin®, coconut water from green coconuts (*cocos nucifera*), is a refreshing natural beverage, an oral rehydrating agent, and a nutritious supplement. Coconut water is often described as a "natural isotonic sports drink", providing higher amounts of electrolytes such as potassium and magnesium than conventional sports drinks.

Product Applications

- Powder blends
- Sports beverages
- Dairy products
- Ready to drink

To learn more about Cococin®, [click here](#).

Pacific Peptides™ – Marine Collagen Optimised For Straight Fill

Prinova's marine collagen peptides are the ultimate premium collagen source, offering the best in both consumer experience and origin story. They lead the industry in taste and dispersibility, outperform any bovine-sourced collagen on the market, and offer attractive benefits in joint health and normal maintenance of skin, hair, and nails.

Product Applications

- Powder blends
- Capsules
- RTD
- Other formulations

To see all of our branded ingredients, [click here](#).



Botanical Extracts for Beauty from Within

Grapeseed Extract

Grapeseed extract contains proanthocyanidins, which are potent antioxidants with healing and anti-inflammatory properties. It contains twenty times the antioxidant power of vitamin E and 50 times the antioxidant power of vitamin C. The antioxidants found in grape seed extract help your skin fight free radicals and protect the skin from the harmful effects of UVA and UVB radiation.¹⁰

To learn more about grapeseed extract, [click here](#).

Acerola Extract

Full of antioxidants and vitamin C, acerola cherry extract eliminates free radicals and boosts collagen production for younger-looking skin that retains firmness and elasticity. It is also said to enhance capillary strength and repair and hydrate skin.¹¹

To learn more about acerola extract, [click here](#).

Acai Extract

Acai extract contains vitamin C and has been proven to help reduce inflammation. Acai berries serve as an anti-ageing agent — vitamin C is combined with vitamin A, which clears pores and increases collagen production. They also contain magnesium, which hydrates skin.¹²

To learn more about acai extract, [click here](#).

Green Tea Extract

Studies that show that both drinking green tea and applying it topically can have benefits for your skin¹³. Not only can green tea and green tea extract help clear up acne, but it also has the potential for helping to prevent melanoma and nonmelanoma skin cancers.

To learn more about green tea extract, [click here](#).

To see all of our botanical extracts, [click here](#).

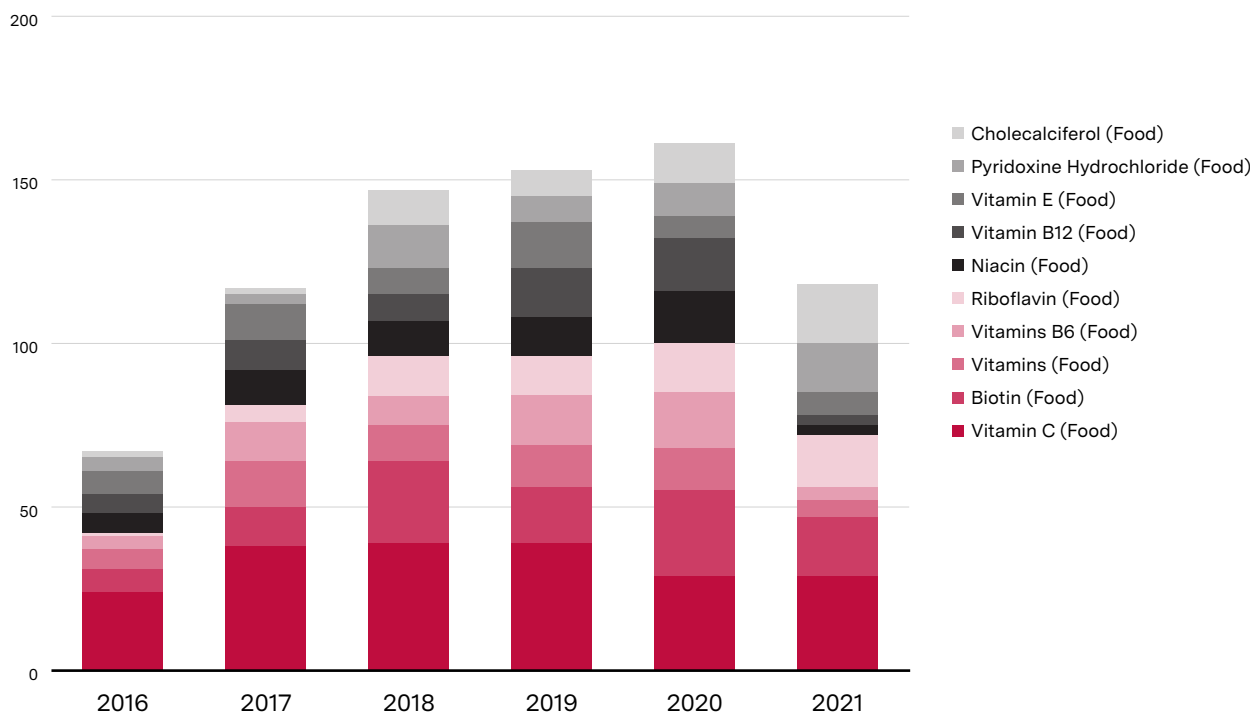


Vitamins & Minerals for Beauty from Within

We have included key vitamins and minerals in our formulations. Biotin, for instance, contributes to the maintenance of normal hair and skin. To see all EFSA health claims for hair, skin and nails, [click here](#).

Vitamins & Minerals

Most used vitamins and minerals for beverage product launches targeting beauty claims globally



References

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- ² NMI US Sord Study, Sports Nutrition Segment Users, 2020
- ³ ClearCut Analytics' Retail Insights
- ⁴ Face the future of beauty drinks; Mintel report; Julia Buech; March 2020
- ⁵ Mintel; "Collagen gives boost to functional juice"; October 2018
- ⁶ <https://www.visualcapitalist.com/visualising-the-greenhouse-gas-impact-of-each-food/>
- ⁷ Mintel Product Database
- ⁸ Innova Product Database
- ⁹ Mintel Cross-Category; "Biotin has potential to support health holistically"; July 2020
- ¹⁰ <https://misturabeauty.com/blogs/mistura/3-benefits-of-grape-seed-extract-on-your-skin>
- ¹¹ <https://www.skincarebyalana.com/skincare-ingredient-dictionary/acerola-cherry-extract/>
- ¹² <https://www.evolvebeauty.co.uk/blogs/news/benefits-of-the-acai-berry>
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