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OMICS International Conferences

OMICS International is a pioneer and leading science event organizer, which publishes around 500 open access journals and conducts over 500 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.

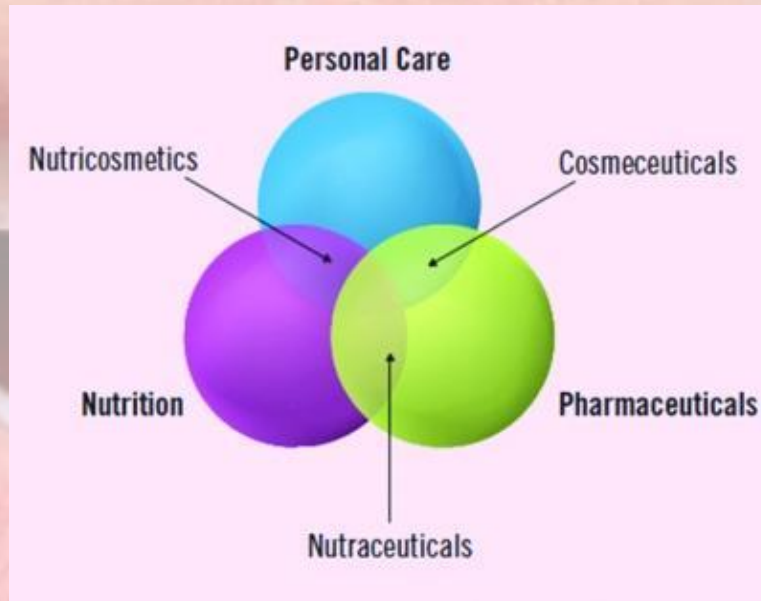


**Importance & Growing demand of
Edible Cosmetics/Nutricosmetics in
Cosmetology treatment**

Anandmayi Priyadarshini

Origo Cosmeceuticals Pvt. Ltd., India

Nutricosmetics /Edible Cosmetics



Evolves from the Nutraceutical and Cosmeceutical markets,

- The founder of nutricosmetics was the Swedish biochemist Ake Dahlgren, who launched the first such product (Imedeen brand) in the late 1980s.
- In the past 10 years advancing manufacturing technologies and growing clinical data have created a favorable body of evidence to support the **efficacy of nutricosmetics**

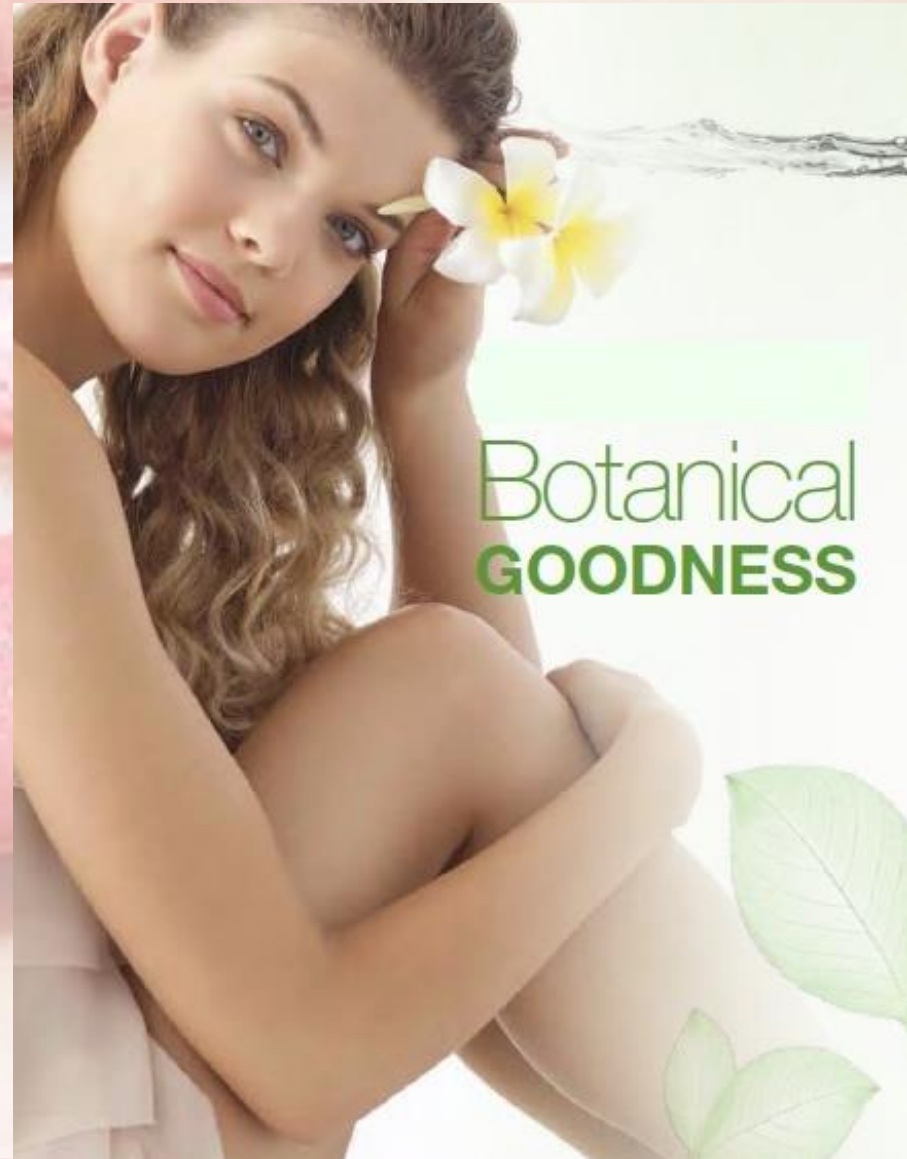
Nutricosmetics /Edible Cosmetics

- Are nutritional Skin supplements which support the **function and the structure** of the skin.
- Have targeted **nutrients and antioxidant** - have a preventative or treatment effect on the skin, hair or nails
- provide **faster and more effective** results, which is perfectly fitting in today's culture where most people have adopted **"the faster, the better"** lifestyle.



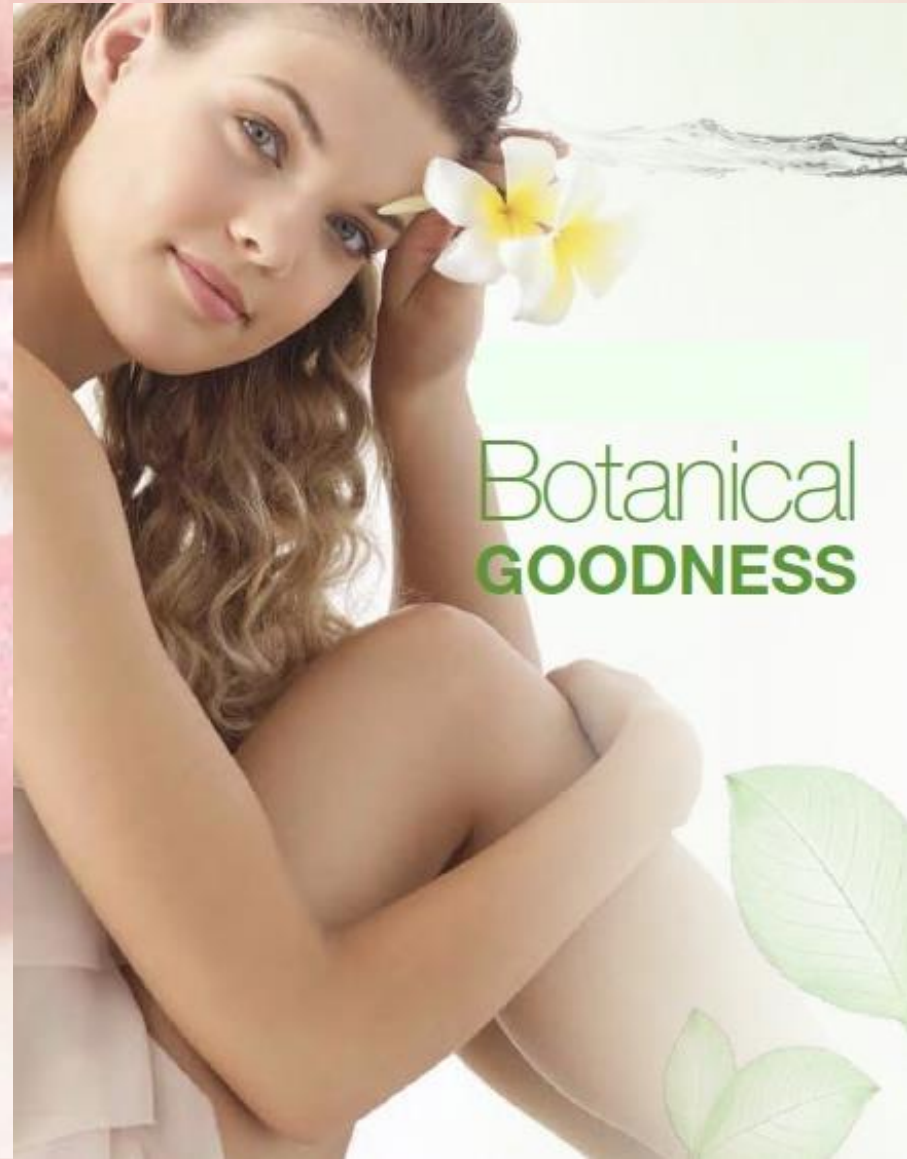
Why Nutricosmetics demands growing??

- Increased desire to “**age well and look well,**”
- Healthier lifestyle and increasing beauty concerns
- Ageing population
- Inclination towards less invasive beauty treatments
- More educated to use different form of products (Beauty from within products)
- Increased desire to use products to support antiageing
- Emergence of the spa culture
- Rising medical health care costs



Why Nutricosmetics demands growing??

- Seeking convenient solution to support beauty from within
- Demand for natural Ingredients because of less side effects.
- Seeking holistic regimen for managing beauty as well as ageing.
- Rise in demand for specific functional products as well as ingredients.
- Well-documented scientific evidence of major ingredients

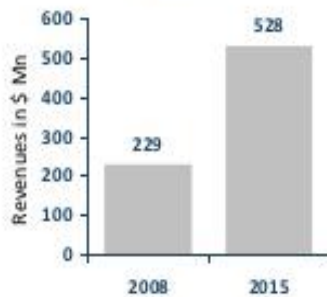


Health and Wellness

“Feel Good Factor”: Going Beyond General Health



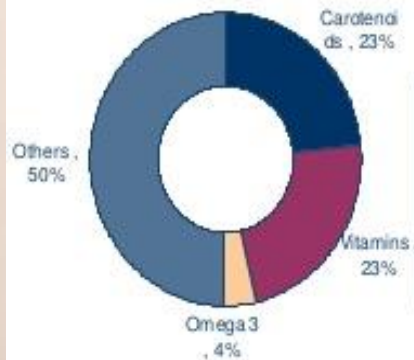
US Nutricosmetic Ingredients Market



CAGR 2008-2015: ~15%



2008



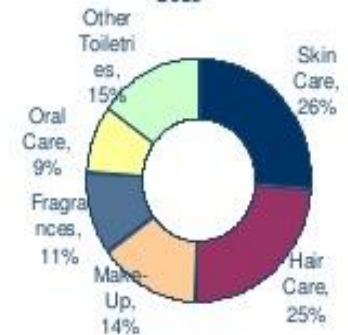
The increasing focus on personal care not only drives the market for active and inactive ingredients in personal care products but also the market for nutricosmetics



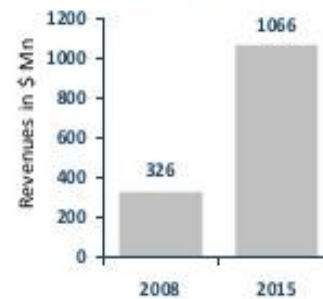
**INCREASING FOCUS ON
PERSONAL CARE**

Nutricosmetics are products when ingested have an effect (preventive or reactive) on skin, nails and hair. The ingestion of nutricosmetics is mainly through food fortification / supplements

The global personal care market in 2009 was estimated to be around \$250 Billion and expected to grow at a CAGR of approximately 5-6% to 2015



Chinese Personal Care Active Ingredients Market



CAGR 2008-2015: 18.5%

Indian Personal Care Inactive Ingredients Market



CAGR 2008-2014: 7.2%

Nutricosmetics - Usage



Skin Whitening and Lightening
Hair Loss treatment



Before

After



Before

After

Nutricosmetics



Weight Loss



Body care



Anti aging

Before

After

Nutricosmetics – Products



- Glutathione
- Vitamins
- Antioxidants
- Oral Photo-Protective Nutrients
- Carotinoids
- Omega 3 Fatty acid
- Flavonoids
- Coenzyme Q10
- Collagen
- Polyphenol
- biotin,
- Amino acid complexes

Nutricosmetics – Forms



- Tinctures,
- Beverages,
- Powdered stick packs,
- Gummy bears or functional foods,
- Capsule or
- Soft gel
- Tablet

Nutricosmetics for Skin Lightening

- **Glutathione & Vitamin C,**
 - Anti-oxidant
 - Anti ageing action
 - Skin Lightening Property



1st
time in India
Introduction

CHEWABLE &
ENTERIC COATED
JAPANESE
GLUTATHIONE



**Glutathione
supplement
For Skin whitening &
Age Defying**

WITH GLUTATHIONE SUPPLEMENTS AND VITAMIN C FOR SKIN WHITENING AND AGE DEFYING

Supplement for Skin

CME Tablet

- 1st time in India Introduction in 1000 mg
- Vitamin C is a potent antioxidant thus helps in destroying free radicals¹
- Promote healthy Skin²
- Essential component for collagen synthesis³
- Repair damaged skin.
- Increases two more very important antioxidant (Vitamin A and Vitamin E) levels in our blood
- Better patient compliance

- Vitamin C raises glutathione levels in the red blood cells and lymphocytes
- Glutathione helps determine the balance of light and dark pigments in our skin.
- Taking high doses of Vitamin C (1,000 – 3,000 mg) can help to lighten skin over time.





Orinova
Discover the beauty



REJINOV

Capsule of Natural Antioxidants

**Detox your skin with Natural Antioxidant
&
Supple with Hydrolysed Collagen**

For Antiageing along with Amino acid Drs are preferring capsule of Antioxidants which contains many natural extracts like Lycopene (Tomato extract), Green tea extract, Pycnogenol, Silica, Marine extract, lemon extract, Hydrolysed collagen, grape seed extract etc. which acts as supplements for skin as well as hair. One such product available in market is Rejinov capsule which contains Natural antioxidants along with amino acid and Hydrolysed collagen. Other than antiageing many nutrients also acts as sunscreen agent from inside.



Nutricosmetics for Hair

Hair loss treatment - for complete internal as well as external care

- consist of
 - Multi vitamin ,
 - Minerals,
 - saw Palmetto,
 - PABA,
 - Enzymes like collagenase, etc
 - Amino acid etc. along with topical lotion/serum/oil and shampoo so that conditions should be taken care of.



Nutricosmetics for Hair

Premature graying of hair many Drs are using Biotin supplement along with calcium Panthothenate, PABA and Zinc. Also some Drs are using Nogray Capsule which is a mixture of allopathy ingredients like calcium Panthothenate, PABA and Zinc along with natural herbal extract like – Eclipta alba, Amla extract, Curry Leaf extract, Neem extract as a supplement along with topical serum or lotion or oil.

Nogray™

A ray of hope for Grey hair

Capsule



FOR TREATMENT OF PREMATURE GREYING OF HAIR

Nutricosmetics for weight reduction

- Antioxidant,
- Glycerin,
- Vegetable Cellulose,
- Vitamin B12,
- Folic acid,
- Citrus acid,
- Ambla extract,
- caffeine and
- many fat burner supplements.



Nutricosmetics – Market Trends

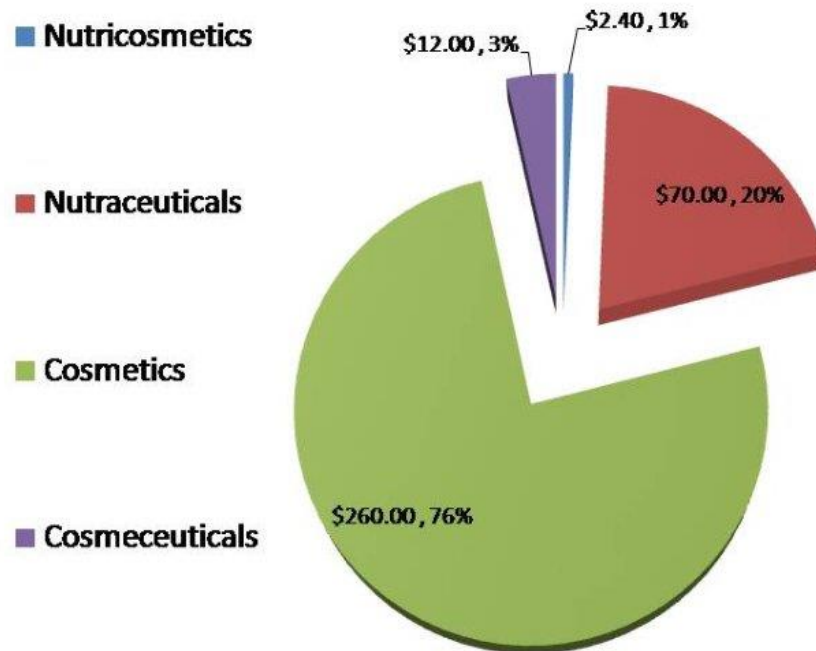
- According to Eurormonitor, year-on-year growth did not fall below 5% over 2006-2011, but for further global growth nutricosmetic manufacturers need to target markets with **an aging population** and where the annual disposable income (**ADI**) is rising.
- **Global Nutricosmetics** market in 2017 is predicted to be \$ **4.5 billion.**(Global Industry Analysts)
- 70% of the sales came from **Japan and China** which clearly indicates the consumption of the nutricosmetics in these two countries.(Asian markets)
- In the **US**, such products are categorized as dietary supplements and the FDA provides no clear legal definitions.US market is still in infancy

Nutricosmetics – Market Trends

- In Europe, nutricosmetics falls under both medicinal and food law, and ambiguity persists about which law is applicable.
- Currently, the regulatory system (FOSHU legislation) in Japan is most favorable for introduction of nutricosmetics products.
- Markets on growth are North America which virtually is an untapped market

Since the eastern markets retain the majority of market share, many experts still believe North America to be a virtually “untapped market.”

Global personal care market in 2010 \$ 344billion
in \$ Billion



Nutricosmetics – Market Trends

Consumer insights (Datamonitor survey results)

- A poll of seven Asia Pacific countries – **China, Japan, South Korea, India, Singapore, Indonesia and Australia** – found that about **three in five consumers** agree that food or drinks can provide the same or better health benefits as non-prescription medications.
- In **China, 54 per cent** of consumers indicated they regularly buy foods and drinks products with added health benefits.
- Consumers **perceive natural products** to be superior to **non-natural products** in many ways
- **Asia** is driving innovation in beauty **foods and drinks**, with **five of the top 10 markets** for new product development coming from the region.
- **Japan leads the way** with **19 per cent** of new beauty foods and drinks launched since 2012, followed by **the US and South Korea** with 14 per cent each, and **China** with 10 per cent/

Nutricosmetics – Perceptual Barrier

- Does these products work?? This factor triggers in late acceptance of such product category
 - I am ingesting something in my body. Will this not have side effects??.Consumers are trained from the birth to apply the topical products on skin(Soaps,shampoo,lotions) and for them it is now a paradigm shift
 - Are these products natural??
 - Where is the effect?? While topical have the immediate effect which can be felt but with orally consumed nutricosmetics the time to show the effect will be a lot longer
 - Are these quality products??
- Familiarity of consumers with the topical applications

Nutricosmetics – Awareness Barrier

- Low degree of awareness about nutricosmetics is posing a regular challenge
- Education level about such products which stimulate the biologic process having a positive impact on external appearance is still not gained momentum
- The recent development in the global nutricosmetics market includes Coca-Cola teaming up with French pharmaceutical giant Sanofi to produce nutricosmetics by leveraging their domain expertise in beverage and pharmaceutical industry.
- The launched a new brand Oenobiol Beautific in 2013 which is expected to boost the global market for Nutricosmetics.

Nutricosmetics – Opportunity to tap

- There is still a great opportunity to tap when looked at the hugely unpenetrated and high potential market for male health and grooming products.
- At present nutricosmetics are primarily targeted at women aged 40 or above ,the group who are particularly concerned about health and wellness .
- But the trend is shifting with the concept gaining popularity among the younger women in age **group 25-35** due to their cosmetic applications and ease of administration (saves time)

Nutricosmetics – Opportunity to tap

- The other significant driver for this market is the rising proportion of people aged **60 years** and above.
- The number of geriatric people in the world is estimated to be **more than double in the next forty years** that will provide a large consumer base for the companies in this market.
- The nutrocosmetics market is highly dynamic and the manufacturers in the market are required to resonate with the consumer requirements to stay in the market.

Nutricosmetics – Key Market Challenge

- Lack of consumer awareness
- Skepticism on product claim
- Lack of regulatory guidance on formulation
- Promoting consumer benefits that are not immediate
- Building awareness about importance of nutricosmetics in addition to topical applications which will lead to category acceptance
- Clear differentiation in the product offering
- Building credibility amongst consumers. This could be developed gradually with the recommendation from dermatologists and cosmetologists
- Targeting by understanding the psychographics of the target group
- Price point –The marketers need to price the products in such a way which breaks the entry point barrier and ensure a long term trial by the consumers
- Country specific targeting .Not every country globally will accept the idea in the same manner. This needs to be taken care while devising a global strategy
- Breaking the country specific acceptance barriers for the category emergence
- Positioning of such supplements .The products could be positioned specific to certain indications in skin care, hair health, body health which are well backed up by scientific evidences
- Building a great deal of education how the consumption of various nutrients can stimulate the biologic process which impacts the external appearance
- Innovation in marketing techniques- Delivery system, active ingredients, etc

Nutricosmetics – Companies

Some of the companies operating in the global nutricosmetics market include,

- Ferrosan A/S,
- Sederma Inc.,
- Lucas Meyer Cosmetics,
- Provital Group,
- Vitabiotics Ltd.,
- Origo Cosmeceuticals Pvt. Ltd,
- Windmill Organics Ltd.,
- Isocell North America, Inc.,
- Unipharm, Inc.,
- Laboratoire Oenobiol S.A.S., and
- Laboratoire Biocyte.

Source

- <http://www.directfrommind.in/marketing/nutricosmetics-marketing/>
- http://www.nutraceuticalsworld.com/issues/Beauty-IO-2013/view_features/a-fresh-look-at-nutricosmetics-where-are-we-now/#sthash.xoSvM7zX.dpuf
- <http://www.slideshare.net/FrostandSullivan/the-nutricosmetics-market-a-global-health-wellness-megatrend>
- www.origopharma.com
- www.cosmonova.in
- www.cassevabeauty.com



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Thank You



Let us meet again..

We welcome you all to our future conferences of
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5th International Conference and Expo
on

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On

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