

Nutricosmetics: The latest category of skin-care products is ingestible

The growing nutricosmetics category of ingestible beauty supplements aims to improve your skin from the inside out.

By [Andrea Karr](#)



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We're all familiar with the [benefits of topical skin-care products](#), from antioxidant-rich serums to hyaluronic acid-dense creams, but there's a new trend bubbling over—or, should we say, under. The latest beauty category is nutricosmetics, and it includes pills, drinks and powders packed with skin-beautifying nutrients that you swallow. These specially formulated supplements claim to carry targeted [vitamins](#) directly to the lower layers of the skin, an area not easily accessible by topical products.

How do they work?

The skin, like other organs, is capable of using nutrients from both internal and external sources to function. Internal skin care is meant to “work on the dermal level, where regeneration and skin-cell production happens,” says Corina Crysler, cofounder of Canadian-based Glisodin Skin Nutrients. “We can protect the skin from free radicals, hydrate and improve elasticity.”

Nutricosmetics are not meant to replace your favourite topical applications that work on the external layers, primarily the epidermis. Instead, by adding a supplement to your beauty wheelhouse, it becomes a two-pronged approach. “By pairing what we apply topically with what we ingest, we get better and longer-lasting results,” says Connie Tai, founder and head of product development for Miyu Beauty, which pairs teas with topicals.

Why so popular?

Although nutricosmetics have proven [popular in Europe](#) and Asia for more than a decade, they are only recently solidifying a space on North American shelves—and the category is projected to grow into a billion-dollar industry. Several experts believe it has recently gained steam due to the influx of trailblazing Asian beauty trends, the growing interest in everything natural and organic, a deeper consumer understanding of ingredients and, of course, the red-hot cold-pressed juice craze. Who hasn't reached for a green juice hoping to glow from within?

Even Elle Macpherson, the age-defying 51-year-old supermodel, [has developed a line of all-natural supplements with her nutritionist](#) aimed at aligning the body's pH levels. Formulated for absorption by the body at a cellular level, the powder blends are meant to give hair, skin and nails that extra pep.

Are they worth the money?

The jury is still out. For best results, “read the list of ingredients, do your research and look at clinical data,” suggests Crysler.

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Sip it

The first brand to "intimately pair skin care with teas," Miyu Beauty's unique approach aims to make improvements from both an internal and external perspective.

Miyu Beauty Hydrate Mi Pairing (tea and beauty essence), \$42, miyubeauty.com.

By: Grace Toby

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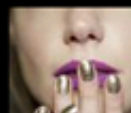
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