



# ***WHY THE BEAUTY INDUSTRY HAS YET TO FULLY EMBRACE NUTRICOSMETICS***

***With mounting scientific validation and a thriving consumer base, nutricosmetics are poised to become a fundamental pillar of skincare. So why, despite overwhelming demand, have Western beauty giants been so slow to embrace this shift?***

The answer lies at the intersection of outdated sales strategies, regulatory hesitation, and corporate inertia. While supplements have long been part of wellness routines, scepticism persists—particularly in the U.S. and Europe—regarding ingestibles explicitly marketed for skincare. Major brands, despite their research capabilities and market influence, are not taking the lead—but that might be about to shift.

Nutricosmetics has quietly become one of the highest-reviewed beauty categories online, with engagement levels surpassing traditional skincare. Unlike topicals, where results are often subjective and difficult to quantify, consumers provide direct feedback on ingestibles—reporting visible improvements in skin texture, hydration, and elasticity. The feedback loop is stronger, and the loyalty is higher. Yet, paradoxically, the beauty industry has hesitated to embrace what is arguably its most promising frontier.

### **An Excuse**

Regulatory complexity is among the most commonly cited reasons for the beauty industry's caution. Unlike cosmetics, which have distinct regulatory frameworks in different markets (e.g., the EU and the U.S.), nutricosmetics fall under dietary supplement or food regulations, which also vary by region. However, like cosmetics, they do not require pre-market approval in most markets. The key regulatory difference lies in claims substantiation—while cosmetics can highlight surface-level beauty benefits, dietary supplements must adhere to stricter rules regarding health-related claims. Despite these differences, both categories operate in evolving regulatory landscapes that influence product development and marketing strategies.

For large beauty conglomerates, this fragmented regulatory landscape poses a risk—or perhaps a convenient reason to delay investment. However, pharmaceutical companies navigate far stricter regulations with ease, suggesting that compliance is not the real issue. The more significant barrier? Corporate inertia.

### **The Credibility Problem**

Beyond regulations, consumer trust is another major hurdle. Unlike in Asia, where ingestible beauty is ingrained in culture, many Western consumers remain skeptical about the efficacy of beauty supplements. Decades of unregulated, exaggerated claims have left a lasting stain on the industry, leading to widespread doubt.

Moreover, education gaps persist. Many consumers lack awareness of how ingredients like collagen peptides, ceramides, and antioxidants work at a dermatological level. The concept of "collagen banking"—proactively preserving skin structure through supplementation and other methods—is not yet mainstream knowledge. Additionally, nutricosmetics or beauty supplements require consistent use before visible results appear, making them less appealing than an instantly plumping serum or a quick-fix moisturizer.

However, the tide is turning. As more clinical studies validate

nutricosmetics, dermatologists—once critical of the category—are increasingly integrating them into skincare recommendations. Leading research has linked hydrolyzed collagen peptides with significant improvement in skin hydration, structure, and texture, which directly translates into wrinkles depth and volume reduction in just 16 weeks.

The evidence is mounting. The skepticism is eroding. The question is: when will major beauty brands make their move?

### Who Will Lead the Charge?

Mid-sized beauty brands have begun taking small steps into nutricosmetics, but true market legitimacy will only come when established global brands fully commit. Some, like Shiseido and

AmorePacific, have already incorporated ingestibles into their portfolios—though largely in their home markets. In contrast, Western beauty giants remain hesitant, despite consumer appetite and undeniable long-term profitability

While the industry debates, consumers have already made up their minds. For decades, people have taken vitamins for hair, nails, and overall wellness—long before "nutricosmetics" was even a recognized category. Now, thanks to

social media and user-generated content, the impact of beauty supplements is being documented in real-time. Online reviews for nutricosmetics frequently show some of the highest approval ratings in the entire beauty sector, with users reporting visible improvements.

What will be the tipping point? A major acquisition? A bold market entry by an industry leader? Or will regulatory hesitation and outdated corporate strategies continue to hold back the category?



## IN FIVE YEARS, WE WILL REFLECT ON WHY THE INDUSTRY TOOK SO LONG

says Primož Artač, CEO of TOSLA Nutricosmetics, the leading manufacturer of beauty supplements. "This isn't merely a trend; it's an evolution in the industry's approach to skincare. That's why we're always on the lookout for new skincare brands ready to enter this transformative category."

For beauty brands, the choice is clear: adapt now or risk being left behind in a category poised to redefine the future of beauty. The nutricosmetics revolution is already underway.