



WHY LIQUID SUPPLEMENTS ARE A STRATEGIC ADDITION TO A SKINCARE BRAND

Brands constantly search for innovative ways to capture consumer attention, increase customer retention, and expand their product offerings. One of the most promising avenues for growth is nutraceuticals—a category at the intersection of beauty, wellness, and nutrition. For forward-thinking brands looking to stay ahead of the curve, liquid nutraceuticals represent a high-growth opportunity that meets the demands of modern consumers and drives long-term profitability.

From within!

The rise of nutraceuticals has been fueled by the growing understanding of the **gut-mind-skin connection** and the role internal health plays in visible skin improvements.

According to the [Mintel 2025 Global Beauty and Personal Care Trends report](#), beauty is no longer skin deep. Consumers are increasingly looking for products that enhance their appearance from the inside out, focusing on health-focused ingredients like collagen,

antioxidants, and other skin-nourishing compounds.

Why Liquids?

This growing interest in beauty from within sets the stage for liquid nutricosmetics, which offer unique advantages over traditional formats.

The mentioned are particularly effective for beauty and wellness industries. Unlike powders or pills, liquid formulations offer enhanced **bioavailability**, meaning active ingredients are absorbed more efficiently, delivering faster and more noticeable results.

Additionally, their superior palatability and ease of use drive daily compliance, ensuring consumers stay committed to their routines—a key factor in dermatological success.

Moreover, the shift toward personalized beauty creates an exciting opportunity for brands. Solutions tailored to individual needs—be it age, climate, or skin condition—are in high demand, and liquid formats allow for precise, adaptive formulations.

The Business Case

There is a high business value in nutricosmetics industry. One of the

most compelling arguments for including nutricosmetics in your portfolio is their ability to drive customer retention. Unlike skincare products that may be used sporadically, nutricosmetics are typically consumed daily, making them a highly habit-forming category. At TOSLA, they've observed that consumers purchase liquid supplements 10–12 times per year, with retention rates exceeding 60%, in comparison to topical products, which are typically purchased only 3–4 times per year. So, the implications are clear: By incorporating liquid nutricosmetics into your portfolio, you're creating a recurring **revenue stream**.

While profitability is critical, today's consumers also expect brands to prioritize sustainability. In dermatology, as in beauty, sustainability is no longer an optional feature but a baseline expectation. As highlighted in the Mintel report, consumers are paying closer attention to the environmental impact of their beauty products. TOSLA adheres to B Corp practices, offering eco-conscious manufacturing that aligns with consumer expectations for ethical and sustainable products.

Sensorial Touchpoints

Additionally, sensory marketing unlocks a world of untapped potential for brands venturing into supplements. By crafting products that evoke genuine cravings, brands transcend the transactional nature of selling—they offer an immersive experience, a daily ritual, and the foundation of a lifestyle that consumers aspire to embrace.

TASTE IS A DIRECT GATEWAY TO EMOTIONAL CONNECTION

says Uroš Gotar, TOSLA Nutricosmetics' Chief Innovation Officer. *"When a supplement tastes good, it shifts from being a chore to a ritual—something consumers look forward to every day."* This shift fosters consistent usage, a crucial factor in building brand loyalty.

This is why TOSLA developed VELIOUS™ flavor technology, which covers up unpleasant tastes and maximizes the product's palatability. This patented technology can mask the taste of collagen and other active ingredients as well and allows to achieve higher ingredient

concentrations, making formulations better-tasting and more effective.

Cravings, long tied to food and indulgence, are becoming a driving force in beauty and wellness marketing, changing how we think and desire beauty and wellness products. By tapping into these desires, brands take utilitarian products and elevate them into experiences that linger, turning everyday consumption into a ritual of self-care and satisfaction.

Final sip

Incorporating liquid nutricosmetics into your product portfolio is a strategic investment in your brand's future. TOSLA Nutricosmetics offers a seamless way to integrate these high-retention, high-impact products into your range, helping you meet the evolving demands of modern consumers while driving long-term profitability. For more information [reach out!](#)

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