
skin|nourishing nutricosmetics

by Paula Simpson

BEAUTY FOODS, ANTIOXIDANT beverages and nutritional supplements that provide skin benefits define a growing category of wellness products known as nutritional cosmetics, or “nutricosmetics.”

Rated as one of the top 10 trends for 2010, nutricosmetics are essentially the “missing link” between personal care and optimal beauty. Increasingly, North Americans are becoming more educated about the beneficial impact that optimal nutrition has on the way they look and feel. Because the medical esthetic and spa industries are the experts in total wellness and beauty, clients are seeking nutricosmetics to work along with their total beauty and treatment programs.

Many factors can accelerate skin aging, including hormonal imbalance, inflammation, smoking and exposure to ultraviolet radiation. As the skin ages, the cells are more susceptible to environmental damage. The stress stimulates the production of free radicals, which can potentially damage cell membranes, proteins and DNA. It is the imbalance of free radicals and antioxidants that can eventually break down the connective tissues and collagen and release chemicals that lead to cellular and molecular events. The ultimate result of this imbalance is the formation of wrinkles, uneven skin tone, inflammation and sagging skin.

Skin is the body's largest organ, and therefore it places incredible nutrient demands on the body for optimal growth and repair. Our skin protects us from our



environment, maintains moisture and regulates body temperature. It is an important part of our immune system. The skin is continuously exposed to oxidation and environmental factors, which cause damage and challenge its normal functions. The skin's deeper layers contain all the components that enable its strength and elasticity—it is where the blood vessels are located, which then carry nutrients that have been ingested. That creates a need for specific nutrients to maintain skin health and prevent oxidative stress (skin aging).

In conjunction with an antioxidant-rich diet, nutricosmetics provide the body with critical nutrients that help optimize skin cell renewal, minimize inflammation and protect the skin from oxidative stress that triggers aging. Obtaining all of your essential nutrients through diet alone can be difficult. Most products offer antioxidant-rich formulations that may contain a mixture of minerals, vitamins, botanical and natural compounds to promote glowing skin that is healthier,

firmer and smoother. Omega-rich oils and marine based seaweeds also help to hydrate and promote collagen production in the deeper layers of skin.

Nutricosmetics deliver a multitude of benefits, including:

- Healthy skin through antioxidant protection, hydration and inflammation control
- Photo protectant properties, which protect the skin from UV oxidative stress
- A faster rate of recovery in wound healing
- Vibrant hair and strong nails
- Slimming

As more people turn to non-invasive strategies to slow the progression of age and promote natural beauty, nutricosmetics are at the forefront of breakthrough products within the esthetics industry.

Retail sales are a crucial component to any spa's success. By offering complete beauty programs that encompass nutritional principles with nutricosmetics, topical treatment results are maximized, thereby improving client retention and motivation. Nutricosmetics enable your clients to sustain health and beauty, both inside and out. ■

Paula Simpson, RNCP, is a co-founder and formulator of the *GliSODin Skin Nutrients'* line of nutricosmetics. She has 15 years of experience in consulting, public relations, product formulation and program development for the nutraceutical and weight loss industry.