

Nutricosmetic formulation launched to combat skin imperfections in young adults

By Andrew McDougall, 13-Oct-2010

France-based company Laboratoire PYC is launching a dietary supplement for preventing and alleviating skin imperfections aimed at young adults.

The company, which is the nutritional subsidiary of the SAVENA group, will introduce 'Skin Pure' as a follow on from previous dietary supplements designed for skin hydration and sun exposure. The product is aimed at teenagers and young adults and the company cites the 20 per cent of face care sales in France that are attributed to acne treatment as one of the catalysts.

The product is in the form of a powder packed in a stick, which is recommended to be taken daily.

"Laboratoire PYC thought that an on-the-go drink concept would be suitable for the target" said Aurélie De Schuyteneer, marketing manager at Laboratoire PYC.

Skin Pure contains zinc which is recognised for its antioxidant and sebum regulating properties, and a complex of lactoferrin-rich milk proteins, which offers antioxidant and soothing properties, making it the ingredient of choice to combat skin imperfections, the company claims.

Study carried out on effectiveness of lactoferrin-based ingredient

The contract-manufacturer told CosmeticsDesign-Europe.com it has developed its formula in line with studies on its properties in teenage use, and these in turn have resulted in a suggested course for significant effectiveness.

The eight week study, conducted on about 40 teenagers, was conducted to find the bacteriostatic properties found in the lactoferrin-based ingredient and the effectiveness on *Propionibacterium acnes* and other acne-related bacteria.

Participants were asked to consume 200mg of the lactoferrin-rich milk protein per day for eight weeks, with an independent photographer taking face pictures in weeks two, four and eight to be examined by a dermatologist.

Each picture was studied for blackheads and non-blackheads, and after one month the average reduction in imperfections was noted as 71 per cent, increasing to 95 per cent on completion of the test.

A further study was then carried out to test differing amounts of the complex (25mg, 100mg and 200mg) per day.

"Scientific backing is of major importance for Laboratoire PYC which makes a point of offering its customers scientifically proven products. The lack of evidence is often quoted in consumer studies as a reason for holding back from these products" affirmed Isabelle Hamon, food supplements project manager at Laboratoire PYC.

A study by market research company Mintel, entitled 'Nutricosmetics – Ingestible Beauty Products' reported that consumers are put off nutricosmetics because the benefits cannot be seen right away.

Laboratoire PYC says that in the case of Skin Pure, the fast effectiveness, given the one-month proven results, answers this problem.

Beauty from within – a growing trend

Although still a niche market, the nutricosmetics sector is regarded as having potential for dynamic growth by industry analysts, and Mintel's February 2010 report found that new product activity worldwide doubled between 2008 and 2009, with 300 new products being launched last year.

According to Mintel, the growth in beauty foods by far exceeds that of regular food and drink products.

Laboratoire PYC explained how its R&D team will go on keeping a close watch on the ingredient innovations and on market trends, with scientific advances in ingredients and the growing body care product demand continuing to drive this market segment.

Questions over advertising claims

Earlier this week UK company Works With Water, which also has a lactoferrin-containing supplement, were criticised by the Advertising Standards Agency for claims made in its advertising communication.



Laboratoire PYC's Skin Pure supplement

CosmeticsDesign-Europe.com will be reporting on this in more detail tomorrow.

Beauty From Within 2010

Nutricosmetics, innovations and market trends were all discussed at the Beauty From Within conference in Paris on Monday 11th October, hosted by CosmeticsDesign-Europe.com and NutraIngredients.com. Text and video coverage will follow in the next few days.

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