



Feeding your glow: The science and future of Beauty-from-Within



Lara Niemann, Category Manager
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In this expert interview, Lara Niemann, Category Manager for Beauty at GELITA, explores the evolving landscape of the beauty-from-within market. She reflects on the shift from a niche, anti-ageing focus to a more holistic understanding of beauty and well-being, and explores the role of GELITA's Bioactive Collagen Peptides (BCP®) in beauty supplementation.

How has the idea of beauty-from-within changed in recent years?

I first encountered the term "beauty-from-within" around 20 years ago, when the landscape

was quite different. At that time, beauty supplements typically contained only basic vitamins and minerals, offering limited targeted functionality. The market primarily catered to women over 40 concerned with visible signs of ageing and often seeing beauty supplements as secondary support to topical cosmetic treatments.

Today, beauty-from-within has evolved from a niche wellness concept into a global megatrend. The nutraceuticals market reached approximately US \$8.3 billion in 2024, fuelled by a surge in product innovation and launches.¹ The idea of beauty-from-within now reflects a broader, more inclusive vision of beauty, offering solutions for

people of all ages, genders and backgrounds without geographic or cultural boundaries.

Importantly, consumer attention has transitioned away from a narrow "anti-ageing" narrative toward a holistic approach that emphasises overall well-being. Consumers increasingly view beauty as an expression of inner health, and therefore seek products that support their bodies from the inside out.

What impact does this shift have on consumer attitudes to daily beauty care?

Consumers are becoming ever-more sophisticated and better educated. While there will always

be a place for products such as moisturisers and serums, the focus has significantly shifted from surface-level treatments to beauty care from the inside out. Consumers are increasingly turning to nutritional products that work from within, offering deeper support and the potential for longer-lasting results.

Awareness of ingredients like collagen is growing, and more and more consumers understand that a daily supplement can build foundational beauty and wellbeing benefits at a cellular level. For many people, long-term improvements to their appearance can also serve as a form of self-care, and help reinforce healthy lifestyle choices. So, it's no surprise that more and more consumers are gravitating towards brands that operate sustainably, honestly and transparently, and whose ingredients are as natural as possible.

Which specific properties of collagen support its role in beauty supplementation?

Collagen peptides are made by breaking collagen down through a natural process of hydrolysis into shorter molecules that are more bioavailable and easier for the body to utilize. All collagen peptides deliver amino acids to the body, where they become the famous building blocks of proteins in the body.

However, not all collagen peptides offer the same benefits. Bioactive collagen peptides, feature the specific ability to target certain cells in the body and thus bring about defined physiological changes. Their incomparable value lies in their ability to stimulate the metabolism of specific connective tissue cells involved in collagen biosynthesis in different areas of the body. By doing so, they enable the body to produce more of its own collagen where it is most needed.

For example, GELITA provides a comprehensive portfolio of branded BCP®, each with a unique peptide fingerprint. These have been specifically developed to support joint mobility, bone stability, tendon and ligament strength, and body toning, as well as the health of skin, hair and nails.



How can Bioactive Collagen Peptides help with beauty issues in particular?

Our specific Bioactive Collagen Peptides, VERISOL® have been optimised to stimulate fibroblasts – cells in the connective tissue responsible for collagen production. Once absorbed and transported via the bloodstream to the dermis (the skin layer beneath the epidermis), the ingredient interacts with fibroblasts through a “lock and key” mechanism. This natural process stimulates the cells via receptor interaction to produce more extra-cellular matrix including collagen and other key components such as elastin, proteoglycans and hyaluronic acid.

VERISOL® is confirmed to improve various skin health parameters such as elasticity, wrinkle depth and volume, and skin waviness, as well as boosting the strength and appearance of hair and nails. While each of these effects is valuable on their own, the combined range of benefits makes

our ingredient unique.

Is there any scientific evidence to prove these claims?

The effectiveness of VERISOL® has been demonstrated in a series of high-level published clinical studies. The results of the latest clinical trial not only reaffirmed its well-established benefits for skin health but also revealed an additional advantage: improved skin hydration.²

This latest study revealed that the ingredient delivers a significant increase in skin hydration in just four weeks. The positive clinical effects on wrinkle volume reduction and increased skin elasticity and hydration were even more pronounced after eight weeks of intake.

A previous scientific study revealed that VERISOL® helps to significantly increase hair thickness, structure and appearance within four months. In vitro tests showed a pronounced increase (+31%) in the growth rate of ingredient-treated cells compared with untreated control cells.³

VERISOL® is also proven to increase nail growth and decrease nail fragility. In a nail health study, 64% of participants achieved a significant overall improvement in brittle nails. Furthermore, four weeks after treatment, 88% still showed positive effects.⁴

VERISOL® increases hair thickness, a key aspect of healthy hair appearance

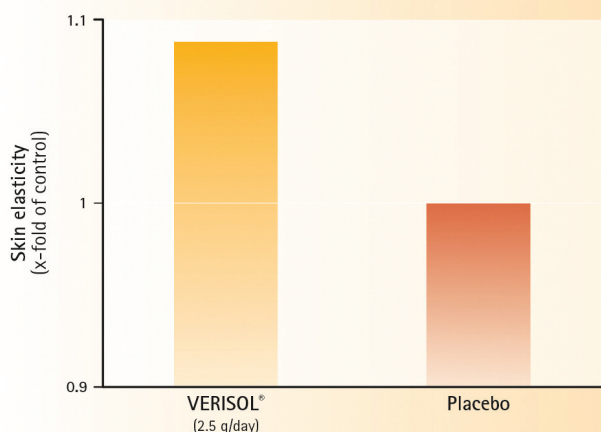


What synergies do you see with other beauty ingredients?

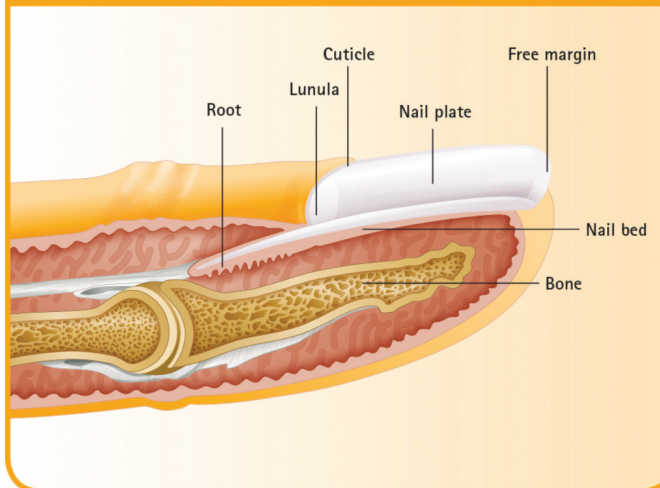
Pairing collagen peptides with other nutrients can amplify their benefits for holistic beauty. They can be combined effectively with vitamin C, which supports the body's production of collagen and protects it from free radical damage. A promising combination offers biotin, a natural building block for keratin, as well as zinc, which supports the maintenance of healthy skin, hair and nails. Hyaluronic acid is another ingredient to consider as it is well known for its ability to hydrate the skin and maintain its elasticity. Additionally, antioxidants like coenzyme Q10 or plant-derived extracts such as amla and acerola can enhance these formulations by helping to combat oxidative stress – one of the primary contributors to skin ageing.

From a manufacturing perspective, it is generally very easy to combine VERISOL® with other active ingredients. It does not affect the sensory properties of a finished product as it is

Skin elasticity increased significantly after oral VERISOL® treatment in comparison to placebo administration.



The Bioactive Collagen Peptides® of VERISOL® improve growth and health of fingernails.



neutral in taste. Generally, it can be easily combined with minerals, vitamins and other nutrients for use in a wide range of products in a variety of dosage forms. It is also free of fat, cholesterol, carbohydrates and gluten. As a non-GMO and E-number free ingredient, it is ideal for developing clean label products that are pure, safe and naturally functional.

Which dosage formats are currently most popular in the nutricosmetics market?

Recent market trends show growing consumer preference for more enjoyable and

gummies, powders and liquids. Thanks to their excellent cold-water solubility, neutral taste and clear appearance, they can be easily incorporated into various finished products.

What are the most important considerations for manufacturers when deciding which collagen peptides to use in their products?

The collagen peptide market can be confusing, with conflicting messages about collagen type, raw material and amino acid profile. But what's important is the collagen peptide's

include regulatory compliance, quality, safety and sustainability, all of which are increasingly important to consumers.

How do you see the dynamics of the beauty nutricosmetic market changing over the next few years?

As consumer expectations evolve, the nutricosmetics market will further respond with more personalised, inclusive solutions that reflect a broader understanding of beauty. Product differentiation will increasingly centre on clinical evidence, scientifically validated ingredients and clean-label credentials. Growing consumer demand for transparency, traceability and validated claims will prompt stricter regulation and self-regulatory labelling practices. I believe key trends worth monitoring will be the rise in tailored formulations based on biotechnology and AI, continued growth of innovative formats and beauty products increasingly promising other benefits such as longevity, metabolic and mental health support.

References:

- 1 Straits Research, Nutricosmetics Market Size, Trend, Growth & Forecast by 2033
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- 3 Oesser, S., The oral intake of specific Bioactive Collagen Peptides has a positive effect on hair thickness, *Nutrafoods* 2020, 1, 134-138
- 4 Hexsel, D. et al, Oral supplementation with specific bioactive collagen peptides improves nail growth and reduces symptoms of brittle nails, *Journal of Cosmetic Dermatology* *Journal of Cosmetic Dermatology*, Vol. 16., Issue. 4, Dec. 2017, 520-526

convenient formats, particularly gummies. Many consumers are moving away from traditional pills in favour of formats that offer a more pleasant sensory experience. In fact, Markets & Markets projects the global gummy supplement market will reach USD 48.5 billion by 2028, with a robust CAGR of 14.5%, highlighting just how strong the demand has become.

Our BCP® are highly versatile and well-suited for a wide range of delivery formats, including

ability to stimulate targeted, clinically proven collagen production in the desired cells. It's also important to consider dosages: A kilo of collagen peptides from two different suppliers may weigh the same, but what they offer may vary considerably. A typical collagen peptide often has a recommended daily dose of 10g, so one kilo provides 100 daily doses. But VERISOL® has a low daily dose of 2.5g, so one kilo of VERISOL® provides 400 daily doses. Other aspects to think about

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