

Microbiome market is skin deep

Companies bet on supplements targeting gut-skin axis

By Robyn Lawrence

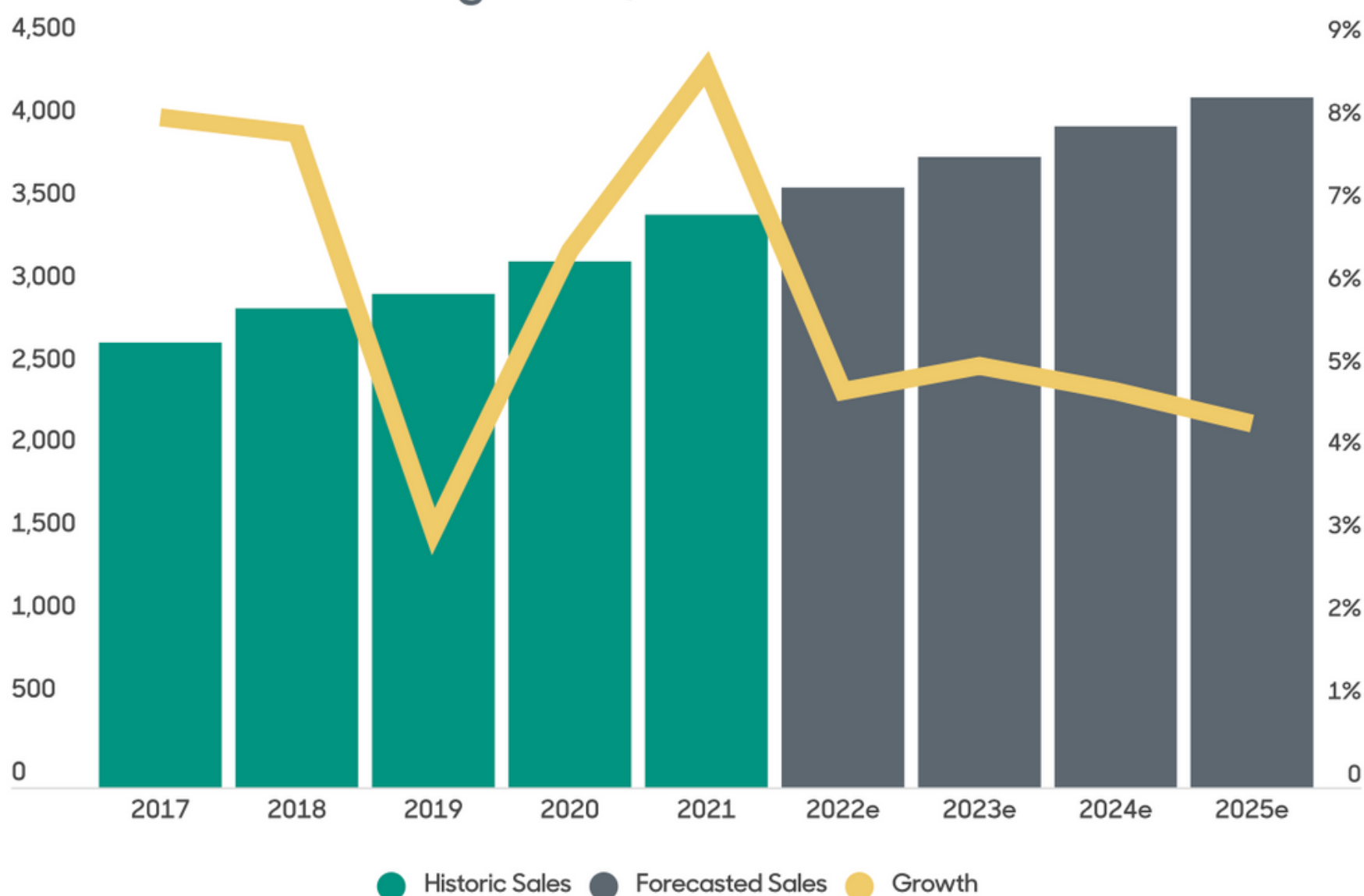
The way **Gut to Glow** co-founder Dr. William Davis sees it, the consumer market for products addressing the microbiota-gut-skin axis is in about the same place as the personal computer market was when the 8-bit Commodore 64 was introduced in 1982.

“The science is unfolding very rapidly,” says Davis, who developed his oral skincare formulation around a proprietary *Lactobacillus reuteri* strain that provides a useful microbe often missing in the colon and upper GI tract. “It’s clear the microbiome is going to dominate and change everything

NBJ Takeaways

- » Nearly a decade after researchers discovered the microbiota-gut-brain axis, consumers are slowly becoming aware of its connection to skin health
- » Only a small percentage of consumers are using supplements to fortify the gut-skin axis
- » Education and influencer partnerships are needed to bring about widespread awareness
- » Research into irritable bowel disorder has identified skin conditions tied to microbiota

Gastrointestinal health supplement sales and growth, 2017-2025e



Source: Nutrition Business Journal (\$mil, consumer sales)

“We have a unique opportunity to talk about an ecosystem and balance and things that consumers are really gravitating toward right now, and consumers are slowly getting it.”