

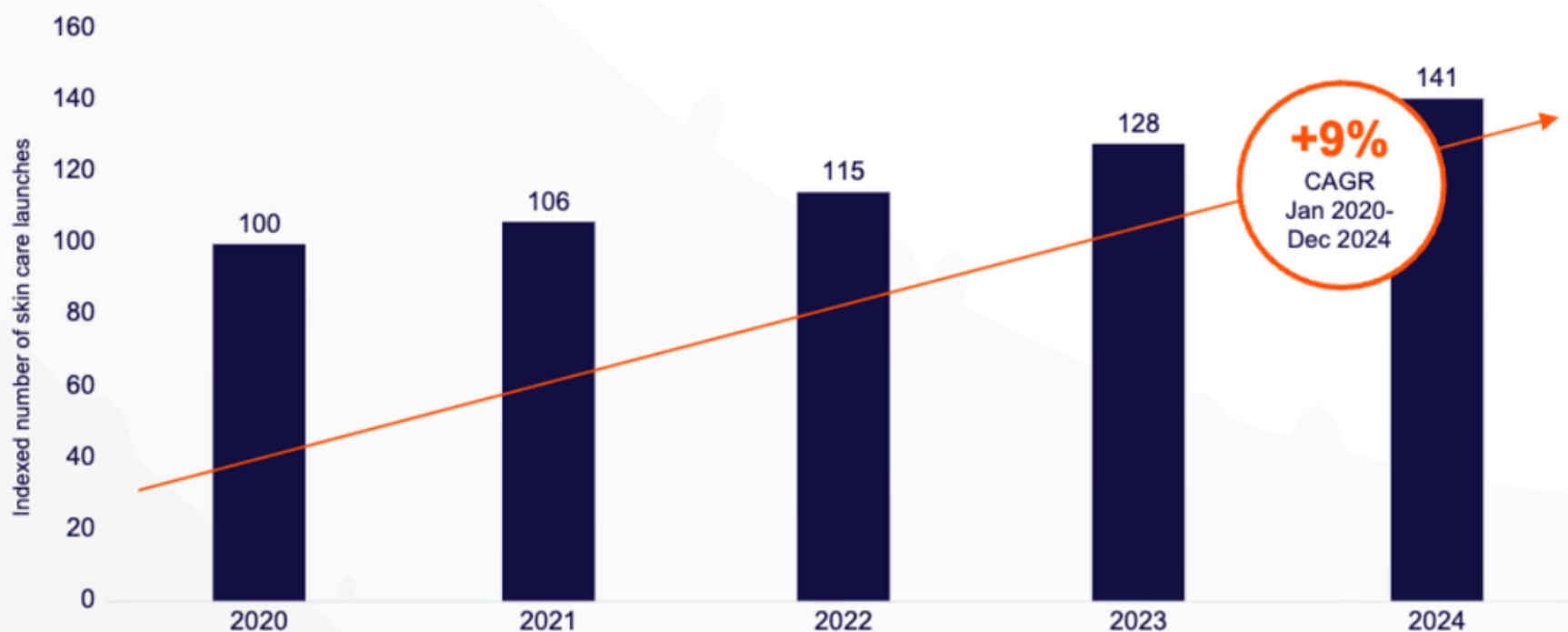
SKIN CARE INGREDIENTS

# Topical & Ingestible Beauty Products: Competitors or Collaborators?

By Kimberly J. Decker

## Skin care expands globally with progressive growth in new launches

Indexed annual launch rates of skin care products (Global, Jan 2020-Dec 2024).



Source: Innova Database 2025





### Shifting Trends

Paula Simpson sees similar trends. She is a nutricosmetics innovation, formulation, and branding expert and founder of Nutribloom Consulting. She sees as a shift toward “a holistic approach to beauty that focuses on lifestyle and longevity,” she says.

What does that shift look like on the ground? “There’s greater emphasis on the gut-skin-brain axis and how stress impacts wellness,” she offers. “People are also increasingly interested in the microbiome, phytomedicine, and nutrigenomics. And they’re seeking precision-focused products backed by diagnostics.”

That’s a tall order for any beauty product to fill. But as far as Simpson’s concerned, nutricosmetics—thoughtfully formulated—can fit the bill.

rapidly, creating what Wolf describes as a “wow effect.”

Simpson adds that topicals’ instant hydration, smoothing, and brightening of the skin is “gratifying and motivates us to keep using the product.”



### Better Together?

While a consumer’s individual biochemistry exerts an influence here, Simpson says that daily nutricosmetic use should, in general, reveal results alongside the typical skin-cell turnover cycle of roughly 28 days.

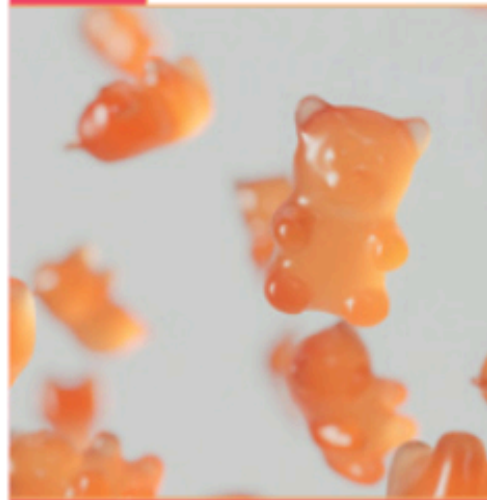
And though that’s not the “wow effect” one might experience with, say, a fast-acting serum, Simpson says that by deploying ingestibles and topicals together in a “bidirectional approach,” consumers can expect amplified results.

“Topicals and ingestibles address beauty from two complementary angles,” she maintains: “outside-in and inside-out. When combined, these contribute to a more complete and effective way of addressing skin, hair, and overall appearance.”

### Gut-Skin Axis

Simpson is also quick to note that ingestibles’ longer-lasting changes reflect and leverage


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We invite you to discover the versatility and reliability of our collagen and gelatin. You will also find how they reflect the care and attention of our experts.

When care becomes trust



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the intrinsic link between our nutritional state and our outer appearance, underscoring the fact that what goes on in our guts invariably shows up on our faces.

As she explains: "Like every other organ in the body, our skin is in a constant state of renewal, with new skin cells generated in the deeper layers where nutrients are received and gradually rising to the surface. This regenerative process relies heavily on adequate nutrition to support healthy cell formation and function from within."

No wonder, then, that research shows a strong association between gut health and skin homeostasis,<sup>1</sup> she goes on, adding that the gut microbiota's ability to affect immune responses plays a key role in this process.

"So if the idea is to use diet or supplementation to support our outer aesthetic," Simpson continues, "it'll work most effectively when digestive health is fit and balanced, and when diet and formulations support the desired health or beauty claim."

### Fit for Format

As for how to build formulations that do so, nutricosmetics developers need to target active ingredients suitable for the ingestible medium. But unfortunately, not all of skin care's heavy hitters are.

Retinoids, certain botanical extracts, and large-molecule antioxidants, for example, don't translate well to ingestible platforms because of poor bioavailability, taste, stability, and safety concerns, Wolf notes.

And even when ingredients are fit for ingestion, Simpson adds, more sensitive ones—think probiotics, as well as some oils and botanicals—are still best delivered via pill rather than food or beverage.



### Think It Through

Simpson already sees this happening. “Ingestible formulations now go beyond beauty claims to integrate mind, body, and skin health with ingredients that target sleep cycles, stress, joint health, and the skin’s structural integrity,” she observes.

But don’t lose sight of our purpose, she cautions. “I think industry can get ahead of itself,” Simpson admits, “by sometimes jumping on tech fads or consumer micro-trends and bringing products to market that lack scientific validation or well-thought-out formulations.”

And when this happens, she warns: “The consumer can lose out if products don’t truly work, and brands can lose consumer trust and loyalty.”

That’s why she thinks develop-

ers should be deliberate and—like ingestible beauty products themselves—take time to get it right.

“With our advanced understanding of science and capabilities in manufacturing,” she believes, “brands should develop products for the long run, working alongside lifestyle demands and emotional needs versus beauty-focused claims or fads. In the end, it’s a win-win for brands and consumers.”

So is putting to bed the notion that topical and ingestible beauty products pose an “either/or” choice for consumers. “They’re not competitors; they’re partners,” Simpson asserts. “And the real magic happens when you combine them, allowing brands and consumers to address beauty holis-

tically and delivering results that’re both visible and rooted in overall wellness. This is the era of ‘feeling good is looking good.’” ▼

### References:

1. de Almeida, C. V., E. Antiga, and M. Lulli. “Oral and Topical Probiotics and Postbiotics in Skincare and Dermatological Therapy: A Concise Review.” *Microorganisms* 11, no. 6 (May 27, 2023): 1420.

**A full list of references is available upon request.**

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Kimberly J. Decker has been writing about the food, beverage, and nutrition industries from her base in the San Francisco Bay Area for more than 25 years.