



# **Science Catches Up with Tradition**

## **Research Unlocks the Truth about Age-Old Beauty Secrets**

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# Evolution of Functional Beauty Foods

- History of Beauty
- Skin Science
- Beauty from Within
- Nutricosmetics: Market & Demographics
- Functional Ingredients and Bioactive Properties
- Trends & Innovations
- Looking in the Mirror





# HISTORY OF BEAUTY

## *Enhancing Beauty & Prolonging Youth through the Ages*



**Improving blood  
circulation to the skin**

**China – herbal remedies  
and food-based  
therapies that  
nourish the skin by  
enhancing blood  
flow to spleen and  
lungs, and  
revitalising Yin and  
Qi**

**India – herbal remedies  
and food-based  
therapies are  
dependent on skin  
type, and are aimed  
to restore the body's  
balance**





# HISTORY OF BEAUTY

*Enhancing Beauty &  
Prolonging Youth*

**Protection from the Elements**  
***Hydrate, Cool, and Prevent Damage***

Foods to protect skin  
from damage from sun,  
wind and weather





# HISTORY OF BEAUTY

*Enhancing Beauty &*

*Prolonging Youth*

**Delaying Aging**

## **Ancient Anti-Aging Foods**

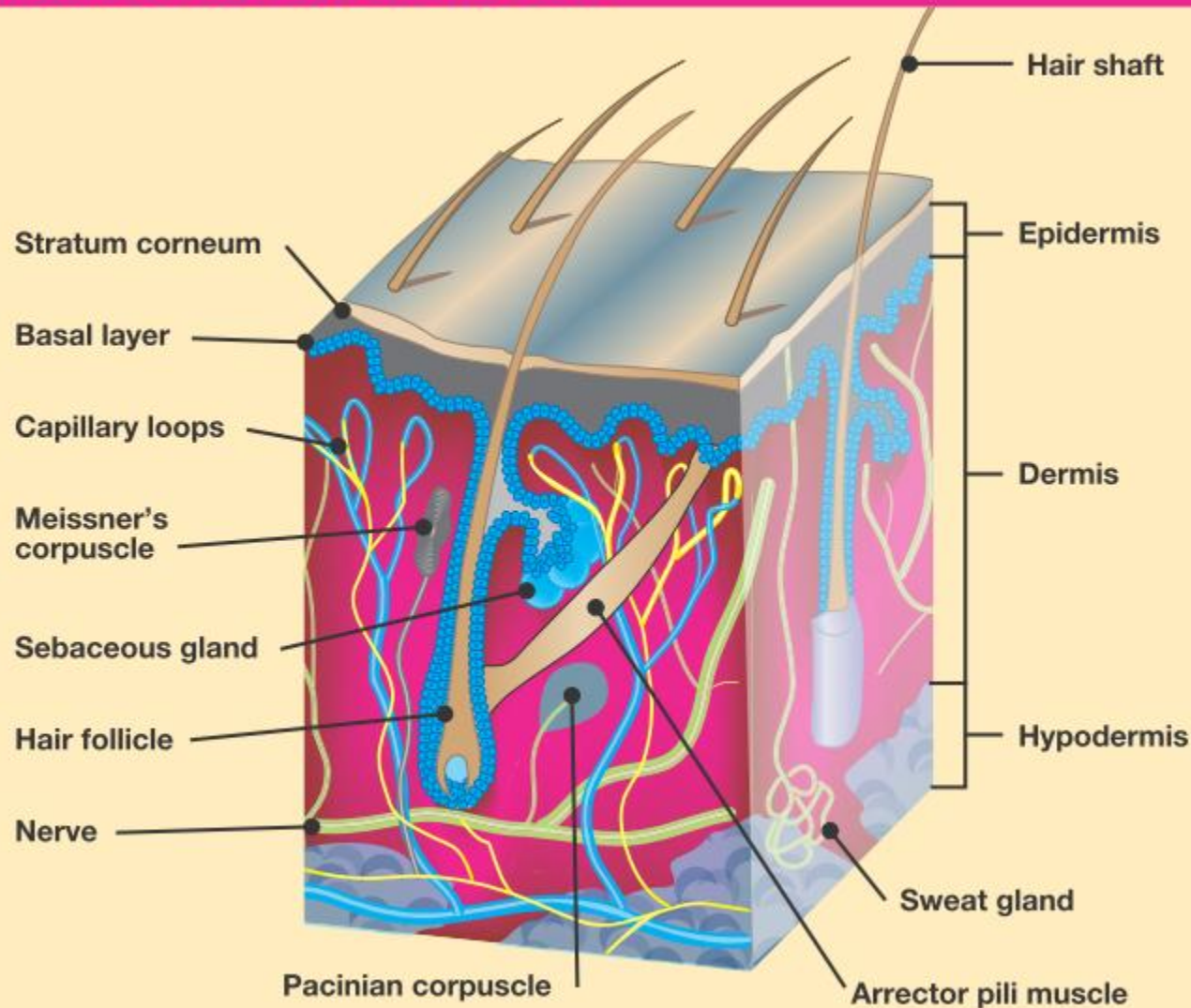
- Enhance metabolism
- Nourish the skin
- Remove waste





# BEAUTY FROM WITHIN *Science-Based Approaches*

## NORMAL STRUCTURE OF THE SKIN



## Physiology of Aging

- Collagen & Elastin provide foundation for the skin
- Loss leads to fine lines, wrinkles and sagging



# **BEAUTY FROM WITHIN** *Science-Based Approaches*

## **Skin Damage & Repair**

- Sun exposure
- Free radical damage
- Smoking







# BEAUTY FROM WITHIN

*Science-Based Approaches*

**Dawn of Nutricosmetics**

**‘Beauty Foods’ and Supplements**

**Anti-Aging Power of Foods**





# MARKET & DEMOGRAPHICS

## Nutricosmetics in Asia

**Japan – world's biggest market**

**China – set overtake Japan  
market by 2015**

- Premium on beauty
- Better-for-you beauty a well-accepted concept





# MARKET & DEMOGRAPHICS

## Market Drivers in China

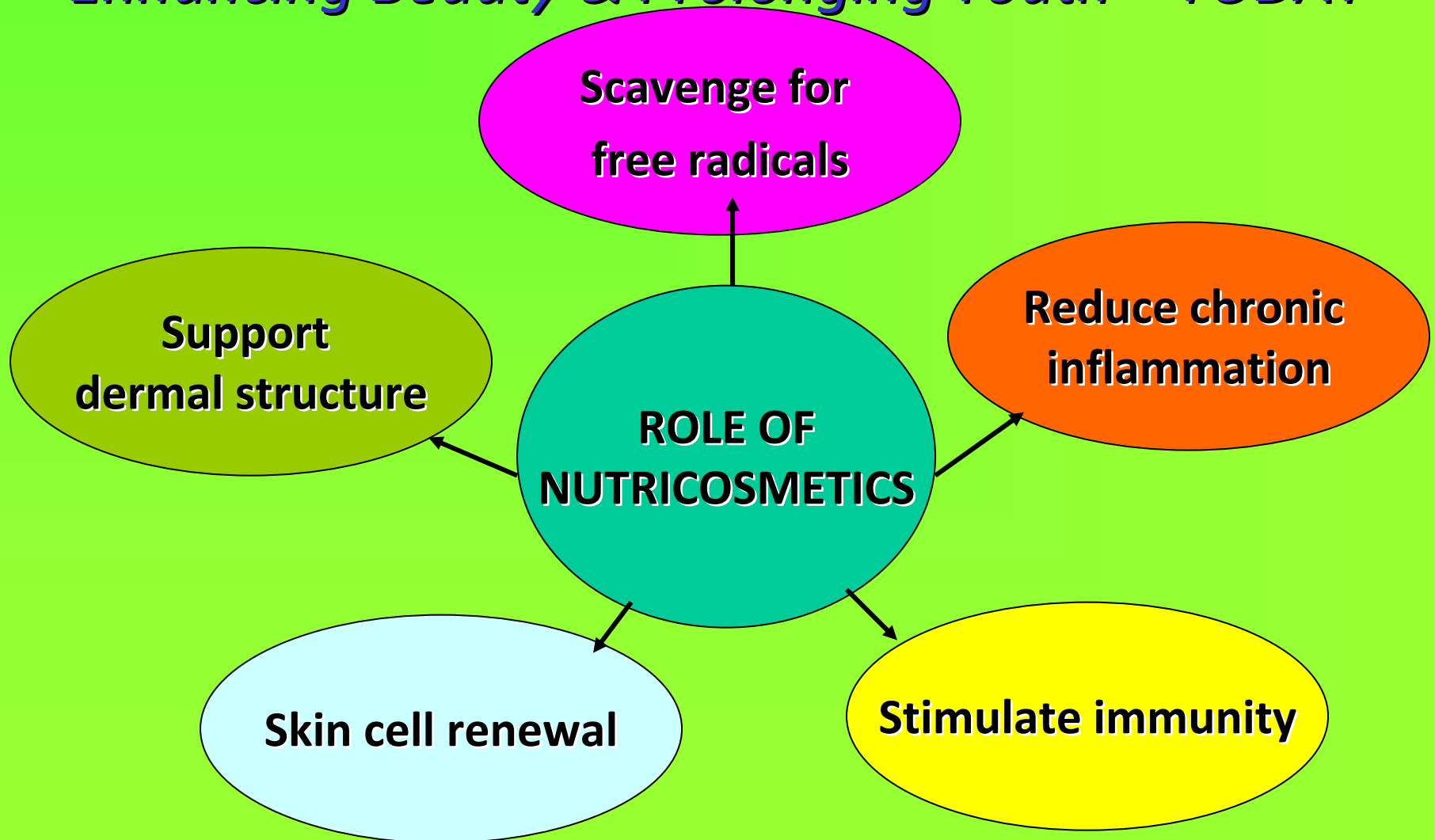


- Expanding middle class
- Bigger spending power
- Growing number of women joining the workforce



# FUNCTIONAL INGREDIENTS & BIOACTIVE PROPERTIES

*Enhancing Beauty & Prolonging Youth – TODAY*



# FUNCTIONAL INGREDIENTS & BIOACTIVE PROPERTIES

*Enhancing Beauty & Prolonging Youth –  
TODAY*

## Key Ingredients

- Antioxidants
- Polyphenols
  - Vitamins
  - Collagen
  - Omega-3
- Carotenoids





# FUNCTIONAL INGREDIENTS & BIOACTIVE PROPERTIES

*Enhancing Beauty & Prolonging Youth – TODAY*

## Ingredients of Interest

- Turmeric
- *Polypodium leucomotos*
- Purple rice
- Mangosteen
- Squalane



# TREND & INNOVATIONS

## Products Now in Asia

- Anti-aging tablets
- Anti-acne powder
- Fruit bar + collagen
- Aloe vera beauty drink
- Skin care programme





# Challenges for Nutricosmetics

- Consumer belief
- Product credibility
- Lack of immediate results
- Distribution channels



## TREND & INNOVATIONS

# Creating Success

### Ask the right questions

- Does the product come from a reputable company?
- If the product does come from a reputable company, are the claims 'real'?
- If the claims are 'real,' does the product taste good?
- If the product tastes good, is it convenient?



A close-up photograph of a woman with dark hair and eyes, looking directly at the camera. She is positioned behind a grid of white, semi-transparent squares that create a pattern over her face and the background. The lighting is soft, highlighting her features.

# **Looking in the Mirror**

## **A Successful Future in Nutricosmetics**

- **Be credible**
- **Be courageous**
- **Be forward thinking**



A close-up photograph of a light blue, textured fabric surface. In the foreground, a single, soft pink rose is in focus. Scattered around the rose and across the fabric are several heart-shaped candies in various colors, including pink, red, and brown. The background is slightly blurred, showing more of the same fabric and candies.

**Good luck and good afternoon.  
Thank you for listening.**

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