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Importance & growing demand of edible cosmetics/nutricosmetics in cosmetology treatment

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Nutricosmetics/Edible cosmetics are oral based natural health products containing targeted nutrients and antioxidant that can have a preventive or therapeutic effect on the skin, hair or nails. They evolve from nutraceutical and cosmeceutical markets. The founder of nutricosmetics was the Swedish biochemist Ake Dahlgren, who launched the first such product in the late 1980s. In the last decade, the advancement in the manufacturing technology and prospective clinical data has created a favorable body of evidence to support its efficacy. Nutricosmetics are available in various forms like capsules, tablets, drinks, tinctures, beverages, powdered stick packs, functional foods, etc. Presently Nutricosmetics share is about 1% of Global personal care market but the predicted Global Nutricosmetics market in 2017 is estimated to be \$ 4.5 Billion and over three fourths of the sales are from Japan and China. Since the eastern markets retain the majority of market share, many experts still believe North America to be a virtually “untapped market.” Nutricosmetics products are Vitamins, Antioxidants, omega 3 fatty acid, Oral Photo-Protective Nutrients, Carotinoids, Flavonoids, Coenzyme Q10, Collagen, biotin, fatty acid, Saw Palmetto, Amino acid complexes, Glutathione, etc. It is positioned into anti ageing products, for skin, hair and nails, for weight loss, beauty drinks and as a supplement for cosmetic surgery and treatment. The possible reason for its growth are - aging population, rising medical health care costs, inclination towards less invasive beauty treatments, emergence of the spa culture and increased desire to “age well and look well.” The shifting of lifestyle treatment to prevention interventions and growing demand of wellness are the main reason behind this study.

Biography

Anandmayi Priyadarshini has completed her BSc in 1999 in Zoology from Bhagalpur University, India and MBA in IT & Marketing in 2002 from Indian Institute of Planning & Management, Delhi, India. She is the director of Origo Cosmeceuticals Pvt. Ltd., a fastest growing Cosmeceutical & Nutraceutical company of India. She is having 12 plus year of experience in Sales & Marketing and Product Management in healthcare Industry. She is actively involved in launching as well as in Market research of many new and innovative Dermatocosmetics products in India among Cosmetologist and Dermatologist of India & UAE.

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