

Neutraceuticals Enhance Beauty

from the Inside Out

By Shannon Fox, Contributing Editor

Although there is no substitute for a healthy diet, neutraceuticals have the potential to play an important role in disease prevention, overall wellness and maintaining healthy skin. While topicals may have difficulty penetrating the surface of the skin, supplements loaded with valuable antioxidants that are ingested and absorbed in the blood stream have a greater likelihood of reaching skin cells. Aesthetic experts are increasingly recognizing the value that certain vitamins and nutrients play in skin health and as more published studies demonstrate their value, use of neutraceuticals as an adjunct to cosmetic procedures is likely to increase.



Paul Sowyrda, president and co-founder of Dermatology Development Corporation (Needham, Mass.) estimates that "less than 10% of dermatologists, and certainly less than 10% of plastic surgeons sell topicals out of their practice, let alone supplements." Mr. Sowyrda cites the lack of published clinical data as the primary reason for physicians' slow adoption of neutraceuticals.



Restoral by Dermatology Development

Like many of his colleagues, Neil Sadick, M.D., director of Sadick Dermatology in New York, N.Y., is not dispensing supplements at his practice. "Lack of studies is an issue," explained Dr. Sadick. "There is limited science behind them. We are not sure if there is enough concentration when ingested and if they can actually be concentrated in the skin."

Dr. Sadick does, however, identify ingredients that he thinks offer beneficial properties for the skin. Green tea, vitamin C, soy and polyphenol are all ingredients that he looks for in a neutraceutical because "all of them have antioxidants or proteins in them that can be beneficial for the skin." He added that clients should look for these four ingredients in their diet as well as in neutraceuticals.

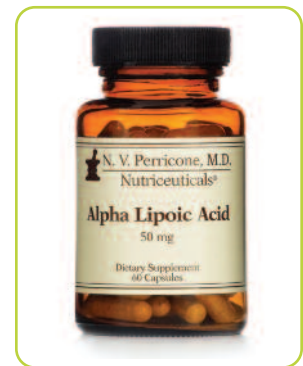
Frank Comstock, M.D., an emergency room physician and health consultant at Skin Spectrum, a private dermatology practice in Tucson, Ariz., believes the most important supplements for the skin are fish oil, a multi-vitamin including vitamins C, E and B, coenzyme Q10 and alpha lipoic acid. "These supplements are incorporated into the cell membrane and used by cells for energy. Most also have valuable anti-inflammatory properties which is a root cause of many skin conditions. They are good not only for the skin, but also are important for overall health," he explains.

A lot of the buzz surrounding neutraceuticals, particularly in the consumer market, centers on supplements that contain

antioxidants to help boost your immune system. Products that contain green tea, grape seed extract, cranberries and pomegranates, even dark chocolate, are widely appealing to consumers. All of these ingredients are purported to fuel your immune system and ward off free radical damage.

Consumers have broad access to pre-packed beauty supplements by broader based personal care companies. Procter & Gamble's (Cincinnati, Ohio) Olay beauty supplements, produced by vitamin maker Pharmavite (Mission Hills, Calif.), are readily available at drug stores and supermarkets across the country. L'Oreal (Paris, France) also has a broad portfolio of supplements, including Inneov Cellulite, a food supplement taken orally that acts from the inside on the various forms of cellulite, even the most severe. Inneov Cellulite is the first in a new line of products the company calls nutraceuticals.

While Inneov Cellulite has enjoyed strong market reception, established products such as Olay vitamins and Total Effects 7X multi-vitamins suffered double digit declines in 2006. This lukewarm marketplace response may be due to the novelty of this new class of skincare products and consumers' greater familiarity with topicals.



ALA Supplements by N.V. Perricone

Supplement packs also are available from premium cosmetic lines that are typically sold through physicians' offices or specialty beauty retailers. Kinerase (Valeant Pharmaceuticals International, Aliso Viejo, Calif.), Murad, Inc. (El Segundo, Calif.) and N.V. Perricone M.D. (Meriden, Conn.), all offer a line of pre-packaged supplements.

Another hot trend in the spa and consumer markets are water boosters. Dr. Brandt, in partnership with Pure Inventions LLC (Little



Kinerase Vitamins by Valeant Pharmaceuticals

Neutraceuticals

Silver, N.J.), recently launched a line of antioxidant water boosters. Available in a variety of flavors, these extracts offer the nutritional equivalent of 15 cups of green tea. According to Lynne Gerhards, a certified nutritional counselor and co-founder of Pure Inventions, "They are a pure shot of antioxidants which are important to fight free radical damage which causes premature aging."



Supplements by Murad

While lack of data remains an issue, there are some neutraceutical products that are leading the way with published clinical data to confirm their efficacy.

Nicotinamide is a water-soluble component of the vitamin B complex group that has been shown to help with the inflammatory component of acne. A prescription acne supplement called Nicomide by DUSA Pharmaceuticals, Inc. (Wilmington, Mass.) combines vitamin B, folic acid, zinc and copper. This supplement, which also is available in generic form, has data to support that its use, in combination with topical tretinoin produces superior results as compared with topical tretinoin alone.



Anti-Oxidant Water Booster by Dr. Brandt

"It's so safe and its anti-inflammatory properties are beneficial to patients with acne, especially when used as an adjunct with topicals,"

said Jonette Keri, M.D., Ph.D., assistant professor of dermatology at the University of Miami (Miami, Fla.).

The future of neutraceuticals may be in combining them with topicals for optimal results.

Heliocare from Ivax Corporation (Miami, Fla.) offers a supplement that has been demonstrated to help protect the skin against sun related effects and aging. This product utilizes an extract of the natural antioxidant Polypodium leucotome. Heliocare is dispensed through physicians' offices and sold direct from Ivax. Dr. Keri does recommend Heliocare, but not without other sun prevention techniques. "We know that it prevents against sunburn which is a UVB phenomenon, but it is uncertain as to whether it can protect against UVA," cautioned Dr. Keri.

Another water soluble B-complex vitamin, Biotin, has been shown in clinical studies to strengthen and improve the quality of brittle nails. Biotin is the active ingredient in Appearex from Merz Pharmaceuticals, Inc. (Greensboro, N.C.).



Appearex Supplements by Merz Pharmaceuticals

The future of neutraceuticals may be in combining them with topicals for optimal results. Restoral, a post-procedure system, marketed by Dermatology Development Corporation utilizes oral Bromelain and topical Arnica Montana to reduce bruising, swelling and healing times following cosmetic procedures. "Bromelain has been shown in clinical studies to be effective in treating inflammation and soft tissue injuries," explained Mr. Sowyrda. ■