

PERSONAL CARE AND COSMETIC TECHNOLOGY

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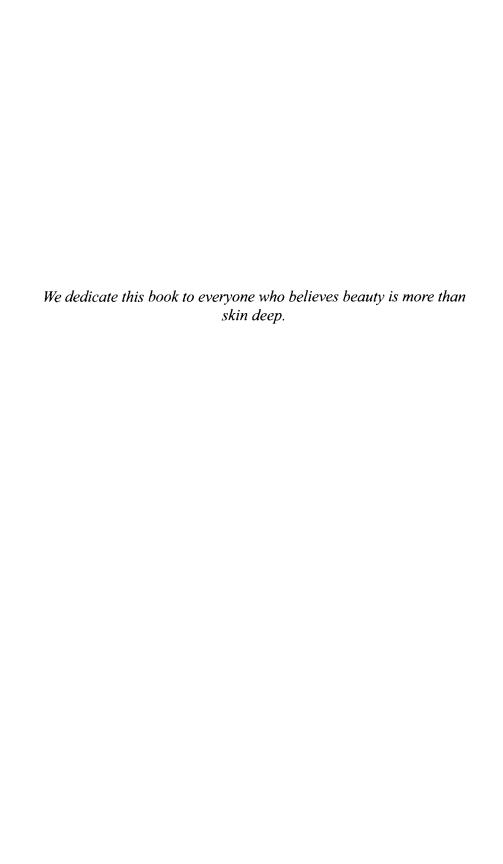
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We will all live decades longer than our grandparents and parents and will have better health in our later years. With this enhanced longevity, we all want to look as young as we feel. Especially because we are inundated with images of youthful beauty on television, in films, and in glossy fashion magazines, we feel social pressure to improve our appearance. Aspiring to maintain "eternal youth" and to look good is not new and is not just superficial "vanity." Our human nature dictates that we take care of ourselves and enhance our appearance. Throughout history, women from Cleopatra to Marie Antoinette to today's movie stars have used cosmetics and nutrients to beautify and rejuvenate. Indeed recent psychological studies have proven that the better we look, the better we feel, and the healthier, happier, and more productive we become.

Today in the United States the number of over-45-year-olds is growing at three times the rate of the general population. To meet this demand, the cosmetic, nutrition, and health care industries have created an enormous variety of anti-aging nutritional products, supplements, topical treatments, and medical and cosmetic procedures. Information and misinformation abound. Sales representatives and retail clerks, popular press editorials and advertisements, television commercials and infomercials, news and beauty segments, home shopping networks, and the internet—all present nutritional supplements and skin care products promising beautification with reversal of the appearance of aging. How can we navigate our way through this labyrinth of claims and counterclaims?

Over 25 years ago, the prominent dermatologist Dr. Albert Kligman defined the category "cosmeceuticals" to describe topical formulations that improve the appearance of the skin by actually altering the function of the skin in a scientifically measurable way. More recently the terms "nutricosmetics" or "nutraceuticals" have defined foods and dietary supplements that benefit the health and beauty of the skin by directly affecting mechanisms and metabolism. Such cosmeceuticals and nutricosmetics are not subject to the stringent criteria and costly studies required for "drugs" in order to provide scientific and medical proof of safety and efficacy for approval by the U.S. Food and Drug Administration. Therefore, while savvy marketers promote products based loosely on science, consumers and even physicians cannot truly judge the merits of most claims.

This text, *Nutritional Cosmetics: Beauty from Within*, edited by Aaron Tabor, MD, and Robert M. Blair, PhD, presents for the first time

xxvi Foreword

a compendium of the science behind dietary ingredients with the potential to benefit the health and therefore the appearance of the skin. The authors are medical doctors and scientists from academia and industry who recognize that careful, controlled studies are required to demonstrate efficacy of specific ingredients in humans, even after mechanisms of action are demonstrated in *in vitro* and in animal models. Furthermore, substantiation of each specific formulation of each product applied topically or taken orally is of utmost importance. The molecular form and the purity of the active component, the concentration, the vehicle, the pH, and the coating all affect the absorption and activity and therefore the efficacy.

This text opens with chapters describing in detail the structure and the physiology of the skin as well as the ethnic variations in certain properties and disorders of the skin and differences in cultural practices. In the following chapters, we realize that, amazingly, even several decades ago, we did not understand that environmental pollutants affect the skin, particularly sun exposure and smoking. These chapters summarize current research on mechanisms and consequences of these external onslaughts, particularly describing recent discoveries regarding the distinction between intrinsic, natural aging and extrinsic, premature aging, elucidating distinct clinical manifestations and mechanisms of each. With this review of skin physiology, how nutricosmetic ingredients can be studied to prove efficacy can be understood.

The rest of this book compiles evidence and verification as previously published in the scientific and medical literature as well as internal studies by industry about dietary ingredients with potential for skin health—including those already being applied topically. With this documentation, the reader will recognize that there are indeed nutritional supplements that have scientific substantiation of preventing and reversing aging, of protecting, of moisturizing, and of treating specific problems of the skin.

The most comprehensively researched nutricosmetics are antioxidants (vitamins C and E, carotenoids, coenzyme Q10, as well as botanicals such as the polyphenols [catechins] in green tea, the tannins and flavanoids in pomegranate, resveratrol in grapes, anthocyanins in berries, silibinin in milk thistle, carnosic and rosmarinic acids in rosemary, and genistein in soy), as well as antioxidant enzymes and trace mineral cofactors for these enzymes (such as selenium and zinc). Studies on each of these are excellently and comprehensively reviewed.

Certain nutricosmetics affect epidermal moisturization and barrier function and/or the extracellular matrix. Some ingredients can increase synthesis of collagen and prevent the UV-induced degradation of collagen and elastic tissue by matrix metalloproteinases; others increase fibroblast FOREWORD XXVII

proliferation and cell turnover and may even induce signaling for cellular differentiation or apoptosis. A review of evidence that amino acids, ceramides, and other plant extracts can influence epidermal moisturization and dermal mechanisms is presented.

One important chapter summarizes the benefits to the skin of probiotics (living microorganisms), which influence the composition and/or metabolism of the endogenous gut and skin microbiota. By modulating immune function, probiotics are prophylactic and therapeutic for atopic dermatitis, skin sensitivity, and food allergies. *Lactobacillus johnsonii* protects Langerhans cells from depletion after UV radiation, whereas *Lactobacillus pesodoris* inhibits odor-producing bacteria of the gut and armpits.

Numerous epidemiological studies link the abundance of particular nutrients with disease prevention and improved health. Armed with these correlations, doctors and scientists have incorporated certain of these nutrients into topical and oral formulations to improve the health and appearance of the skin. This text comprehensively reviews research on nutrients for which there is evidence of benefit to the skin "from within." Future skin care will undoubtedly focus on these cosmeceuticals and nutraceuticals. In confirming that we can indeed achieve "beauty through science," this book is a springboard to stimulate new ideas and future research.

Karen E. Burke, MD, PhD Department of Dermatology Mount Sinai Medical Center New York, NY, USA Nutritional cosmetics, more commonly referred to as nutricosmetics, embraces the idea that beauty can be enhanced through the consumption of functional dietary products that may support healthier and thus more beautiful skin. The term nutricosmetics appears to borrow from the terms nutraceuticals and cosmeceuticals to reflect the goal of these products, that is, to provide health and beauty benefits to the skin via nutritional products consumed on a regular basis.

The idea that food or other dietary ingredients can support healthy skin and beauty has existed for ages. Some of the earliest dietary products marketed for skin health and beauty included Merz Spezial-Dragees in 1964 and Oenobiol's Solaire in 1989. Despite these early forays into the nutrition and beauty arena, the market for nutricosmetic products has only recently begun to take off with any real force. A recent market research report by Kline & Company indicates that the global nutricosmetic market is valued at \$1.5 billion with the vast majority of that due to the markets in Japan and Europe. According to Euromonitor International, the market for nutricosmetics was \$2.1 billion, which was only 3% of the overall skincare market, suggesting that nutriticosmetics is still very much an emerging market. In fact, various market analyses suggest that the market for nutricosmetic products will continue to increase at a substantial rate.

At the moment it appears that the marketing of nutricosmetics is ahead of the science for these products and ingredients in general, though that is not to say that quality research has not been done on some nutricosmetic ingredients. To date, there are a multitude of ingredients now being marketed for their purported skin health and beauty benefits and their utility for incorporation into nutricosmetic products. These ingredients often are marketed based on their antioxidant capacity and the resulting inferred skin benefits. However, in many cases no research on their actual dermatological benefits has been published or conducted. Nonetheless, many of these ingredients are already being applied topically with positive results, so it would not be totally surprising if oral consumption produced similar effects.

A look into the peer-reviewed scientific literature reveals an emerging body of evidence in support of the potential benefits of nutritional products for skin health. The studies are wide ranging and explore the effects of ingredients on both mechanistic endpoints (antioxidant capacity, antiinflammatory properties, modulation of enzymes involved in extracellular XXX PREFACE

matrix restructuring, etc.) and functional endpoints (anti-wrinkling, reduction of erythema, skin hydration, etc.). While the science in this area is quickly emerging, it is far from extensive enough to provide definitive conclusions at this time. In addition to the growing body of evidence published in the scientific literature, a plethora of information has been presented only in industry white papers or marketing materials. These materials show the promise of many of the marketed ingredients and also provide a great starting point for more definitive studies.

The purpose of this book was to compile the scientific evidence showing the potential benefits of at least some of the better-studied nutricosmetic ingredients. We started this project by searching the peer-reviewed literature for nutritional ingredients with evidence of skin health benefits. We additionally contacted several industry leaders currently marketing nutricosmetic products backed by scientific research. The response from the thought leaders in this field was overwhelming and the result is this compilation of excellent contributions that delve into the science behind dietary ingredients for improved skin health.

It is apparent that consumers today are very well informed and take their personal care very seriously. More and more consumers are looking for products that are both environmentally friendly and provide specific health benefits that meet their specific needs. With this interest in the potential health benefits of the products they consume, the importance of the science behind the products will continue to grow. While many functional ingredients will initially do well in the market based on their novelty, we believe that ingredients and products with sound science behind them will lead the way in the field of nutricosmetics.

Aaron T. Tabor, MD, and Robert M. Blair, PhD June 2009

Introduction

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I.1 What is "Nutritional Cosmetics"?

Nutritional cosmetics, which is probably better known in the industry as nutricosmetics, encompasses the concept that orally ingestible dietary products may support healthier and thus more beautiful skin. This is not totally unlike the term nutraceutical; however, this latter term typically refers to foods and dietary supplements that support better overall health. Similarly, the term cosmeceutical refers to products generally designed for topical application and which contain active ingredients with benefits for improved skin health.

The term nutricosmetics appears to borrow from the terms nutraceuticals and cosmeceuticals to reflect the goal of these products, that is to provide beauty and health benefits to the skin via nutritional products consumed on a regular basis. This concept encompasses a unique amalgamation of the nutrition and personal care industries.

More and more nutricosmetic products are reaching the retail shelves and can be found as functional beverages (e.g., NutriSoda from Andrea Beverage Co., Skin Balance Water from Borba), dietary supplements (e.g., Murad's Firm & Tone dietary supplement, Perricone's Skin & Total Body dietary supplement), and functional foods (e.g., Danone's Essensis beauty yogurt, Ecco Bella's Chocolate Instant Bliss Beauty Bar).

xxxi

xxxii Introduction

1.2 The Nutricosmetic Market

While the idea that dietary ingredients can support healthy skin and beauty has been around for some time, it seems that it is only now receiving much attention. As such, the market for nutricosmetic products has only recently begun to take off with any real force. According to the 2006 Datamonitor report "Seeking Beauty Through Nutrition" (from Seaton T. Wellness trends in personal care. *Beauty from the Inside & Out* 2006; 1:16–22), sales of oral beauty supplements in 2005 was \$742 million in the United States, \$224 million in France, \$162 million in Germany, and \$95 million in the United Kingdom. Expected growth of oral beauty supplement sales through the year 2010 ranges from approximately 7% to 12%.

According to this article, the Datamonitor report further indicated that half of the survey participants considered themselves conscious of skin nutrition, while nearly half of the respondents believed that what they ate could have just as much effect on skin health as topical products. With this belief and consumers' ever-growing interest in the science behind the products they choose, we believe that ingredients and products with sound science behind them will lead the way in the field of nutricosmetics.

I.3 "Nutritional Cosmetics: Beauty from Within"—An Overview

There are a multitude of ingredients now being marketed for their purported skin health and beauty benefits and their utility for incorporation into nutricosmetic products. These ingredients often are marketed based on their antioxidant capacity and inferred skin benefits, though little or no research on their dermatological benefits has been published. However, many of these ingredients are already being applied topically with a reduction in wrinkles, so it is not that much of a surprise that oral consumption may produce similar effects.

Nonetheless, there are quite a few dietary ingredients with scientific backing for their potential skin health benefits. Though some of this evidence has been published in the scientific literature, a plethora of information has been presented only in industry white papers or marketing materials. The purpose of this book is to compile the scientific evidence showing the potential benefits of at least some of these nutricosmetic ingredients. By including the efforts of both academic and industry investigators, we believe that the presentation of the known scientific data with new information brings the state of nutricosmetic science up to the present

Introduction xxxiii

and provides a foundation from which to generate new ideas and information. Where possible, information specifically about the benefits of ingredients consumed orally for skin health is presented.

Part 1 of this book consists of four chapters that provide an excellent overview of skin biology, including an in-depth look at the structure and function of skin and its components by Dr. Leonardo Celleno, an examination of ethnic skin by Dr. Chesahna Kindred, and overviews of both natural (Mr. Danny Zaghi) and premature (Dr. Jean Krutmann) aging of the skin.

In Chapter 5, Dr. Pierfrancesco Morganti discusses the concept of "beauty from within" and the integration of functional foods with cosmeceuticals for total body beauty from the inside and the outside. Vitamins and minerals have been reported to have healthful benefits for the skin. These are explored in Chapters 6 (Dr. Myriam Richelle) and 7 (Dr. Bruno Berra).

One of the most popular categories of nutricosmetic ingredients is the antioxidants. These ingredients have been proposed to support skin health and beauty through their ability to suppress and/or reverse oxidative damage to the skin caused by such stressors as UV light from the sun. Some of the more popular and efficacious ingredients are examined in Part 4 of the book, which starts off with an excellent overview of the potential benefits of botanical antioxidants by Dr. Mohammad Abu Zaid, which briefly touches upon the role of several specific ingredients. This part of the book also includes chapters on carotenoids (Dr. Pierfrancesco Morganti), coenzyme Q10 (Dr. Yutaka Ashida), healthy fruits (Dr. Francis Lau), olive fruit (Dr. Aldo Cristoni), and the skin's natural antioxidant enzymes (Dr. Nadine Pomarede).

One of the more important aspects of healthy looking skin is a smooth appearance. However, a smooth appearance can be difficult to maintain without a firm foundation and proper hydration. Dr. James Varani and Dr. Zoe Draelos discuss the importance of these aspects. Natural dietary ingredients that may support a firm skin foundation and proper skin hydration are discussed in Parts 5 and 6 of the book. A firm, skin-supporting foundation may be boosted with ingredients that are precursors to the skin's extracellular matrix like amino acids. Additionally, ingredients that stimulate collagen synthesis and inhibit enzymes responsible for the breakdown of the extracellular matrix may support the skin's foundation. Proper hydration is important for both the skin's barrier function and for a smooth appearance. Such ingredients as rice ceramides and tocotrienols are discussed in this regard. Additionally, ingredients that support fibroblast proliferation and cell turnover may lead to smoother, healthier-looking skin.

In addition to dietary ingredients that may help support a firm foundation and good skin hydration, a number of other ingredients have been