

How are Skingestibles disrupting the Beauty & Wellness Markets?

An analysis of spontaneous conversations about ingestible beauty/skincare from social media, forums, and blogs in the US 2022 – YTD September 2024



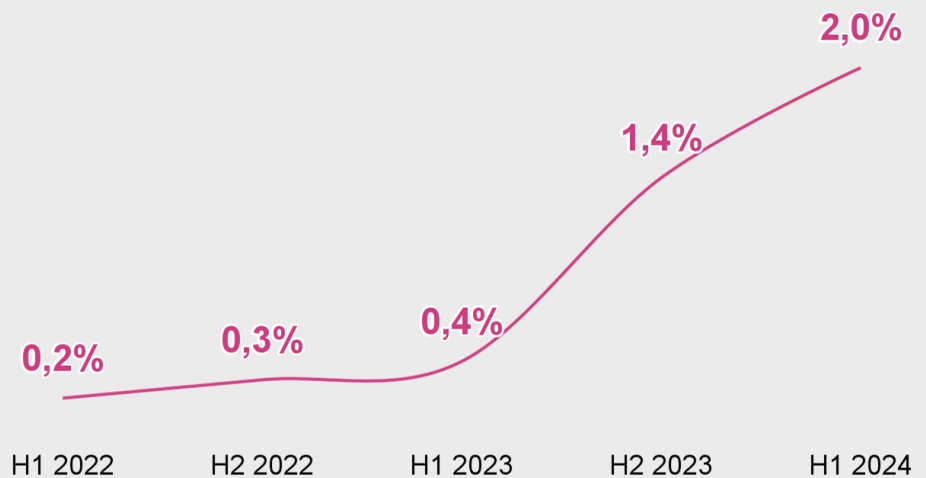
The Trend



Skingestibles represent a significant part of beauty conversations since 2022.

Penetration of Skingestibles Conversations

% of conversations about beauty in the US (2022 -H1 2024)



Top Hashtags & Emojis



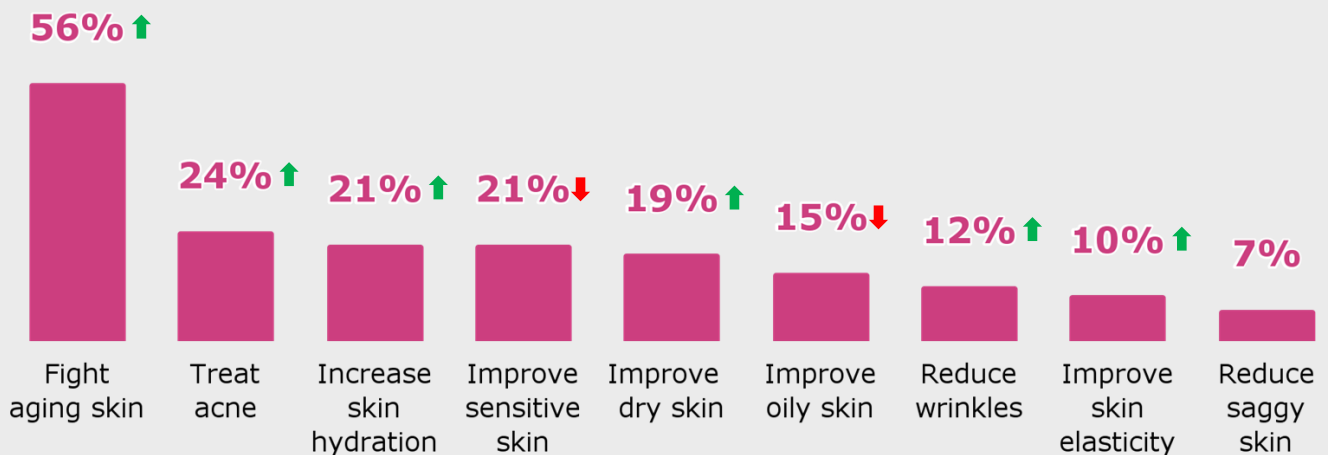
Main Motivations

75%
of skingestibles
conversations mention
motivations

**More than half
of skingestibles
conversations mention
being motivated by
anti-aging.**

Top mentioned motivations

% of skingestibles conversations in the US (2022- YTD September 2024)



Ingestible skincare - my top 5 daily must-haves for **glowy, gorgeous skin over 50** ✨ **#over50skincare**
#over40skincare #healthyskin #gylcation **#antiaging**
#skincareroutine #skincare **#glowyskin**
#skincarefromwithin #ingestibleskincare

Skincare Benefits

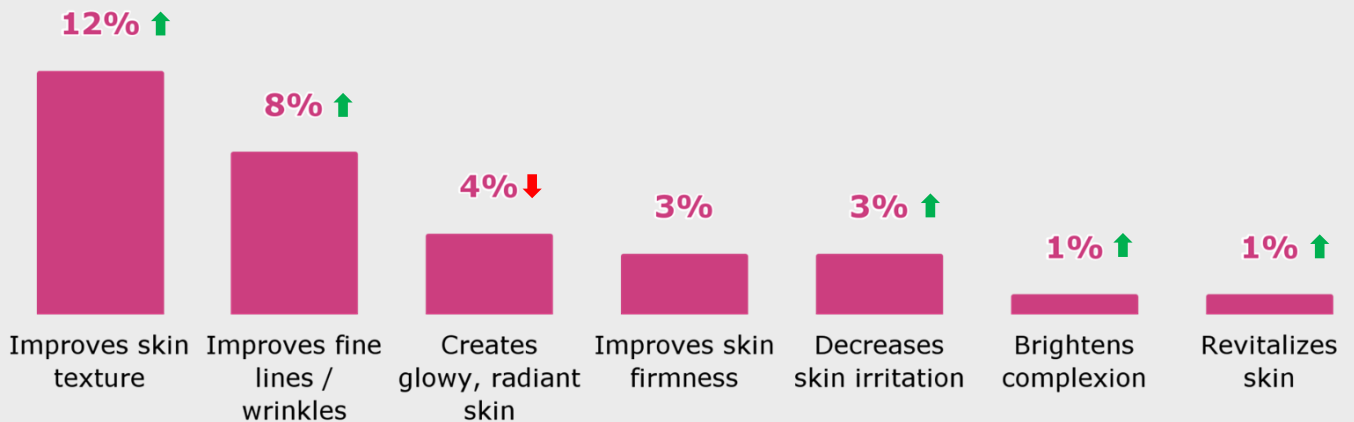
23%

of skingestibles conversations mention skincare benefits

Consumers mention seeing visible signs of efficacy, such as improved texture, less wrinkles & firm skin.

Top mentioned skincare benefits

% of skingestibles conversations in the US (2022- YTD September 2024)



Ingestible skincare is all the rage but is it actually worth it? **100%** yes! The benefits include **wrinkle reduction, smoother, brighter, bouncier, hydrated and more youthful skin, smaller pores; and healthier and longer hair, lashes, and nails.**

Additional Health Benefits

11%

of skingestibles conversations mention **additional health benefits**

Healthy hair (9% of posts)

Healthier, longer and stronger hair is an added benefit when taking collagen and hyaluronic acid supplements.



“

I take collagen religiously & this will be My new go to for sure ❤️ **#collagen #healthyhair #biotin #vitaminc #hyaluronicacid #healthy #collagenpowder #postpartumhairloss**

Gut health (5% of posts)

Gut health benefits are also experienced thanks to formulas including digestive health ingredients like **prebiotics, probiotics, postbiotics** and **digestive enzymes**.



“

The Collagen Elixir is an innovative blend of bioavailable, bioactive and clinically proven ingredients to **enhance skin radiance, nail and hair strength & support gut health**.

Nail health (4% of posts)

Ingredients like **collagen and hyaluronic acid** help to enhance nail health, making nails stronger and enhancing growth.



“

Skin elixir — a collagen builder with vitamin C, sea buckthorn extract and **Hyaluronic acid** for **glowy skin, healthy hair + nails**.

Ingredients

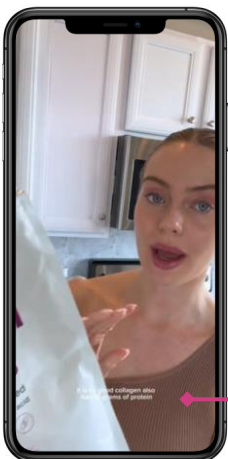
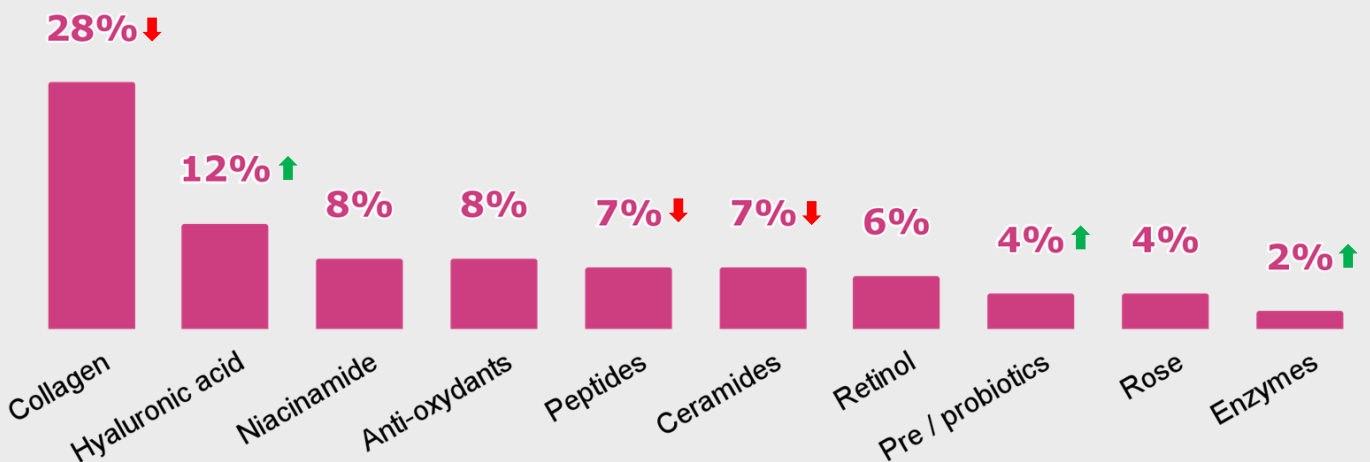
61%

of skingestibles conversations mention ingredients

Consumers look for ingredients that support youthful, firm & hydrated skin.

Top mentioned ingredients

% of skingestibles conversations in the US (2022- YTD September 2024)



“

Hands down one of the BEST **collagen** powders ever! There are tons of **ingredients that are essential for skin repair + ingestible hyaluronic acid** for the best glow ✨ #collagen #collagenpowder #collagenpeptides #skincare #skincare supplements #supplementsthatwork #supplements

New Ingredients

Ingestible adaptogens (1% of posts)

Ayurvedic herbs, like ashwagandha and turmeric, help with skin health and longevity through internal regulation of stress hormones.



“Your superpower to **preventing cortisol quite literally ageing, (...) become more resilient to the effects of stress** through an **Ayurvedic Rasayana** #beauty #antiaging #skinhealth #ingestiblebeauty

Placenta jelly (< 1% of posts)

A newer ingestible skincare product growing in popularity in Korea and Japan thanks to the regenerative benefits of the placenta including stimulating collagen production and cellular regeneration.



“Would you guys try placenta jelly?! i actually want to try more now 🤩 #placentajelly #innerbeauty #ingestiblebeauty #placenta

Astaxanthin (< 1% of posts)

A collagen alternative that combats pollutants and daily stressors while also reducing UV damage and improving elasticity and firmness.



“**Astaxanthin is the most incredible supplement you can take!** And i can sort you out! **This is hands down better than collagen!** #astaxanthin #ingestiblebeauty #betterthancollagen #antiaging #over30club

Formats

30%

of skingestibles
conversations mention
formats

Consumers see
formats as essential to
optimal absorption to
ensure better
outcomes.

Powders (15%)



Consumers often prefer powders as they can be **easily absorbed by the body and mixed in with coffee, tea, smoothies, and juices**, like [Vida Glow's collagen sachets](#).

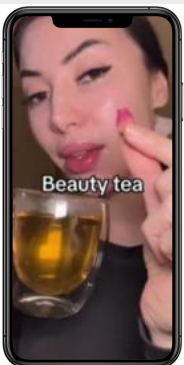
Capsules/tablets (10%)



Some prefer capsules for their **long-term results**, and because they **are easier to digest** than powders, such as [Bulk Supplements HA*](#) & [Ritual HyaCera](#) capsules.

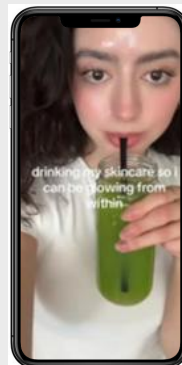
**HA = Hyaluronic Acid*

Teas (5%)



Consumers enjoy 'beauty teas' like [The Republic of Tea's Beautifying Botanicals tea](#), that have **antioxidants and anti-inflammatory benefits** due to ingredients like **rose & hibiscus**.

'Edible' skincare (3%)



Some consumers enjoy **juices, smoothies, elixirs** like [byAVA elixir pouches](#) and even **beauty gummies** as they claim **nutrients from the direct food source itself is ideal**.

Brands Mapping



23%

of skingestibles conversations mention brands

Powders

VIDA GLOW goop
 HOLY DOSE Moon Juice
 VITAL PROTEINS® byAVA
 CrushedTonic DOSE & CO.
 Amway beam NOVOS
 SeroVital® BetterDays Co.

Capsules/tablets

NUTRAFOL® LOVE WELLNESS
 Ritual ONE A DAY
 NOVOS OLLY
 BULK SUPPLEMENTS Moon Juice byAVA
 VIDA GLOW lemme

Teas / Elixirs

byAVA The REPUBLIC of TEA
 fling FRASER TEA The Beauty TEA COMPANY
 LEMON & CO. tease
 The Qi

Edible skincare

VITAL PROTEINS® SpoiledChild™
 Amway EDIBLE BEAUTY AUSTRALIA PICK ME UP BEAUTY WATER
 lemme 8 GREENS /ETHERN®
 IMEDEEN® HOLY DOSE
 SAKARA fling

Skigestibles Trends - TCM

7%

of skigestibles
conversations mention
**Traditional Chinese
Medicine (TCM)**

Consumers turn to
TCM remedies like
teas and elixirs as
natural ingestible
beauty solutions.



Traditional Chinese Medicine is well loved as a holistic format for skigestibles thanks to the mixtures that combine internal and external benefits such as **helping with relaxation/anxiety, gut health, and healthy skin.**

Common TCM ingredients include **rose, (21% of TCM posts), goji berries (20%), chrysanthemum (9%), mandarin (6%) ginseng (4%)** and are often taken in **elixirs and teas**. Consumers also mention using brands like **byAVA**.



Consumers like to turn to **Key Opinion Leaders (KOLs)** who share their favorite TCM teas, elixirs and mixtures:



 [@alicesun](#)
391K followers



 [@glowwithava](#)
1.7M followers

4 main personas

Graceful Aging Goddesses

PROFILE

- Women aged 30+ who are looking to combat their aging skin (wrinkles, fine lines, saggy skin).
- They look for products with collagen & retinol due to their antiaging & firming benefits.

PAIN POINTS

- Can be difficult to reverse skin concerns like wrinkles & saggy skin.



“ More youthful appearance!
#over40club
#over40skincare
#ingestible
skincare

Asian Tradition Gurus

PROFILE

- Men and women who follow traditional medicine systems (TCM, Ayurveda) that utilize herbs.
- They are keen on teas/elixirs that use natural ingredients like rose, turmeric & goji berries.

PAIN POINTS

- Access to ingredients can be difficult & expensive.



“ Fighting jetlag with this healing tea my mom used to make me ❤️ #traditional
Chinesemedicine
#beautytea

4 main personas



Topical Skin Strugglers

PROFILE

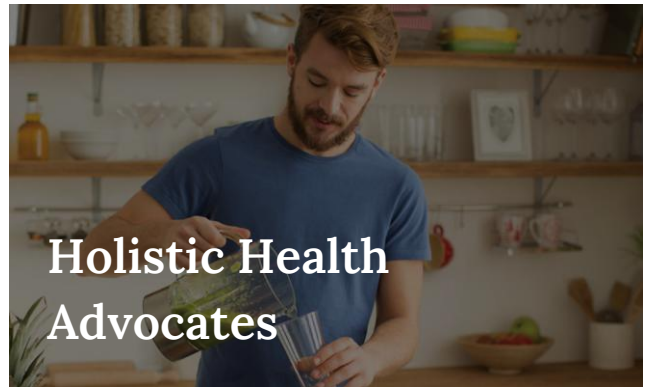
- Women who struggle with persistent skin issues such as acne, discoloration, dull skin, and dry skin.
- They are turning to ingestible beauty due to lack of success with topical products like hyaluronic acid and niacinamide.

PAIN POINTS

- They do not see skin improvements unless taken consistently over a long period.



“ Eat it instead of applying it girlies 🍷 #collagen #foreveryoung #antiaging #antiagingtips



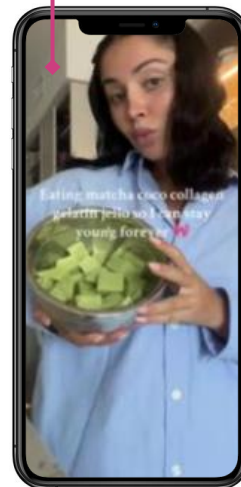
Holistic Health Advocates

PROFILE

- Men and women who take to homemade products (juices, smoothies, etc).
- They use foods like leafy greens & citruses and combine them with powders like collagen.

PAIN POINTS

- Is time consuming to create products.



“ Eating matcha collagen coco collagen gelatin jello so I can stay young forever

The opportunities

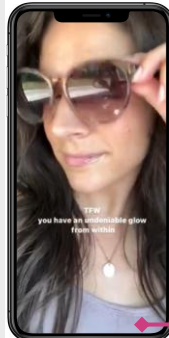
Targeting & Claims

Leverage science-based data to highlight the enhanced efficacy as compared with topical skin products.



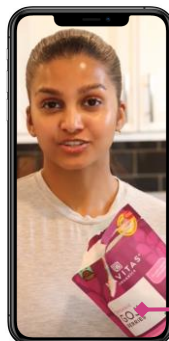
“ **Internal intake of hyaluronic acid has been shown in studies to stimulate cells that work to produce collagen in the skin.** * Vice versa

Target individuals who struggle with aging skin, acne, dull skin, etc. and are not seeing results from topical skincare.



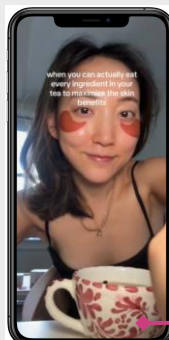
“ **Topical creams and serums are a must,** especially high quality formulations. **But the fastest and best way to achieve the glow of your dreams is from the INSIDE.**

Highlight multifunctional benefits (hair/nail health, gut health, hormone health, improved nutrient absorption, etc.).



“ **Jelly skin elixir inspired** by @ava #glowingskin #glow #pcos #hormonebalance #glassskin #debloat #bloating

Emphasize TCM / Ayurveda ingredients like rose & turmeric and their benefits (hormone balance, gut health).



“ **Every TCM ingredient in it serves a purpose and can be consumed** ❤️ **we boil it with an apple or pear for additional flavor (plus boiled fruits better for digestion)**

The opportunities

Formats

Expand into alternative skingestibles formats, including prepackaged drinks, elixirs, and jellies.



“ **Hyaluronic acid you can drink!** 💧
#hyaluronicacid #dehydratedskin
#thebeautychef

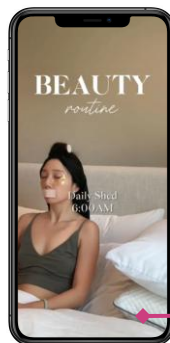
Create DIY kits to create at home beauty teas and elixirs.



“ Enhance your skincare routine with our **skin elixirs** and boosters to bring out that **INNER GLOW** ✨ #skinelixir #tcm #innerglow #ingestiblebeauty #skinsupplement

Branded Content

Collaborate with Ayurvedic, Asian beauty and haircare influencers.



“ What’s an essential part of your beauty routine? daily shed, **hair care**, pup, **gut health**, **skin care** & repeat 🔄 #beautyroutine

Share homemade juices, smoothies, and other easy to make recipes that promote internal health and beauty.



“ Smoothie Recipe of the Day
#collagensmoothie
#smoothierecipe
#ingestibleskincare

Contact us to learn more

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