

The Dawn of Nutricosmetics

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Mankind's obsession with beauty and good looks has been long-standing, since medieval times and even earlier. The early Egyptians endeavored to look their best as proven and attested by references to Kohl, a black pigment made from burnt almonds and crushed antimony that was applied to the eyes and lipsticks made up of beeswax.

In these modern times, the situation is no different as demonstrated by the numerous beauty parlours, spas and salons that are mushrooming all over.

With a sizeable population (almost 50% below the age of 30, it is no wonder that this trend has caught up in India too. The emergence of a young elite consumer segment rich in spending power that is on the lookout for lifestyle oriented and luxury products is driving the market for cosmetic and beauty and wellness products in India. Sales are expected to grow by a quantum leap

as current trends predict a double digit rise. "Looking good for feeling good" is the popular mantra on everyone's lips. Hair care, age reversal, and skin vitalizing products are selling the most.

Today, even as cosmetics are becoming a part of everyday grooming, the educated and urbane consumer is aware of the contribution of diet to good looks and is hence willing to invest money on an array of additives, nutraceuticals or food supplements that can enhance outer appearance from within. Moreover, India has traditionally believed in food contributing to health and beauty. Thus the "Nutricosmetic" age has dawned in India.

Our skin is a window to what is going on inside our body, and all skin conditions, from psoriasis to acne to aging, reflect internal conditions, including nutritional deficiencies. Since nutrient deficiencies can contribute to the deterioration of health and appearance of the skin, hair, and nails, it is logical to include supplements that combine nutrients like vitamins, antioxidants and minerals and make them an indispensable part of one's beauty regimen.

Internationally, many nutraceutical formulas have been launched keeping in mind the beauty requirements of the consumers. There are multi-ingredient formulas that promise to reduce lines and

wrinkles, enhance collagen and offer protection from the sun. **A nutraceutical that is tailor-made to enhance beauty may contain any or all of these: Vitamins:** They are quintessential for enhancing appearance because they help to provide a beneficial environment for the protection, correction and renewal process of hair, skin and nails.

Calcium D Pantothenate: Commonly known as Vitamin B5, it accelerates the wound healing process, increases the cell division and protein synthesis and enhances skin strength.

Pyridoxine (vitamin B6) - Vitamin B6 is a co-enzyme that plays a key role in the cross-linking of collagen tissue and strengthens it when taken orally.

Vitamin C - Naturally occurring in citrus fruits, Vitamin C serves as a first line antioxidant defender. It decreases oxidative stress, stimulates collagen and elastin formation and promotes wound healing.

Vitamin D: New research has shown that vitamin D protects against photo damage and helps growth & repair mechanisms in the skin.

Vitamin E - Vitamin E has a key role in scavenging free radicals. It protects cell membranes from oxidation, reduces inflammation, stimulates immune response in skin cells subjected to UV radiation and enhances wound healing by reducing inflammation. In nature

Vitamin E is found in vegetable oils, nuts, seeds, olives, spinach, and asparagus. **Vitamin K1 -** This vitamin has been shown to increase production of ATP in skin cells.

Co-enzyme Q10 - This lipid soluble antioxidant synthesized by the body declines with age. Supplementing this has been shown to protect skin cells.

B-carotene - B carotene found naturally in carrots serves as an efficient antioxidant quencher of free oxygen radicals. It protects the skin from sunburn and against UV-induced suppression of immune function.

Biotin - Biotin acts as cofactor for several mitochondrial enzymes. It improves the growth of nails and hair and is necessary for skin health.

Lutein - A recent human clinical study showed 10 mg of Lutein daily increased skin hydration, elasticity and skin lipid content.

Lycopene - An antioxidant found in tomatoes, is a great free radical scavenger and anti ageing compound.

Alpha-Lipoic acid - It acts as an antioxidant and protects skin from free radical damage.

Omega-3 fatty acids: Currently known for their many benefits, omega-3 fatty acids are anti-inflammatory. Hence they protect the skin against UV light as well as reduce redness in other inflammatory skin conditions.

CLAs: Derived from safflower oil, conjugated linoleic acid is supposed

to inhibit fat deposit in the body. **Selenium and Copper:** Oral selenium as well as copper reduces the formation of sunburn cells in human skin. Nutraceuticals that target beauty may be either in the form of tablets, capsules, powders, drinks like juices or yoghurts etc. Going Natural is in vogue and formulations that contain aloe vera, green tea and Indian gooseberry (amla) are exceedingly popular.

Research has proven that when combined with a good diet, the right dietary supplements can help keep skin looking not only healthy, but also younger. Modern research techniques are now available to test the efficacy of such formulations too. Whether it is sun protection, skin lightening, wrinkle reduction or effect on collagen, these can now be tested to prove whether they work. Similarly, improved hair strength or reduced damage can also be measured to know if the products are working.

Increasing media attention and awareness about these findings have ensured that consumers are keen to incorporate novel and innovative beauty food regimens that may help them glow from inside out.

Since, beauty is not just skin deep but is a reflection of inner health; nutritional supplements that give appearance a more youthful radiance are logical and the future looks radiant for the "Nutricosmetic" industry.

Marketing Federation, which markets products under the Amul brand. Sodhi should know. Amul sells 65% of the branded paneer in the country. He pegs the total market for paneer at around Rs 2,000 crore per annum, growing at 25%-30% in the south and by 10%-15% in the north. Branded paneer accounts for just 20% of the market though, he says, even as branded paneer has cornered a larger pie of the market in the south than in the north. Even so, as RG Chandramogan, chairman and managing director of the Tamil Nadu-based Hatsun Agro Products Ltd, says, the unorganised sector dominates the growing paneer market in the south as well.

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North Indian paneer or cottage cheese fast gaining favour and flavour in south

Long regarded as a dominant culinary symbol of north India, paneer or cottage cheese, is fast gaining favour and flavour in the south, a testament to a changing India where people are travelling, eating and experimenting more than they ever did before.

Paneer sales in south India are growing by up to 30% a year, outpacing its growth rates in its home base, according to some industry estimates. This has finally given the north, where southern cuisine has been all the rage for a long time, a worthy challenger for culinary affection in the south.

Industry insiders reason that paneer may be finding acceptability because more people are eating out and travelling a great deal within the country. "As people eat out more frequently, they eat Punjabi food made with paneer. The next step is to try to cook paneer-based dishes at home since this is an easy-to-cook ingredient," says RS Sodhi, managing director, Gujarat Co-operative Milk

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Praveen Anand, executive chef of ITC Park Sheraton, Chennai, credits the growing sales of paneer in the south partly to the more cosmopolitan

outlook among the youngsters. "Paneer consumption is definitely growing in the south because a lot of people come from the north to the south and vice versa," he says, adding, "People want to taste the food they had tried in other places. Kids' liking for a wide variety of food is another reason for the growing use of paneer in south India." Anagha Chandekar, a teacher in Belgaum, Karnataka affirms that paneer has become an essential ingredient in her kitchen because her son loves paneer-based dishes. However, she says, "I started eating paneer on doctor's advice during my pregnancy as an alternative to milk."

New dairy culture to meet local consumer preferences in India

DSM is extending its new range of DELVO® FRESH dairy cultures with the launch of its latest innovation, Dahi cultures. The DELVO FRESH Dahi culture range is designed specifically for the Indian dairy market and sees DSM apply its global expertise and knowledge of the dairy cultures sector to support customers with local solutions. Industrialized Dahi (also named curd) is a fast growing sector in India. As modern lifestyles and working habits have created an increasing need for convenient products with consistent quality that home-making can no longer provide. Dairies are now looking to answer this demand with products that offer specific taste and texture profiles to meet different consumption habits.

DSM's DELVO FRESH Dahi culture range is the solution to unique and diverse local tastes. It enables Indian dairies to offer products with a typical Dahi taste and texture that correspond to the wide regional variations in consumer preference across the Indian subcontinent. Plus, DELVO FRESH Dahi cultures are suitable for many other typical Indian products like Lassi or Buttermilk.

Jayanta Roy, business manager DSM India, DSM comments: "We understand the local market needs of our customers and the importance of meeting consumers' expectations in both taste and quality. By applying our global experience to provide cost-effective, customized and regional blends, we



provide one pack solutions and the equally important services and training programs which meet the Indian dairy industry demand. We aim to add value to our customers' operations and inspire confidence in quality of our products."

SEZ board rejects Ifco proposal for dairy

Board of Approvals for Special Economic Zones (SEZ) has rejected the Indian Farmers Fertiliser Cooperative (Ifco) proposal to set up an integrated dairy project in its Kisan SEZ in Nellore District in the State.

The entity will be knocking the doors of the Ministry of Commerce to reconsider the decision, according to a senior Ifco official. The board's move may hamper Ifco's ambitious project involving around Rs 1,000 crore. A consortium of Ifco, Fonterra, a New Zealand-based dairy company, and an Indian company called Global Dairy Health are developing a mega dairy as part of Ifco's SEZ. "We are approaching the Ministry of Commerce as to why the application has been rejected when the Development Commissioner has approved the same. We are meeting the commerce secretary soon," the official who did not want to be identified told. The Kisan SEZ will entail an investment of around Rs 5,000 crore

and will be spread over 2,600 acre. The SEZ will undertake activities related to producing agricultural and milk products.

The board rejected the request of the developer for setting up an integrated dairy project, spread over 225 acres in the non-processing area of the SEZ, as the request was not in conformity with the SEZ Act and Rules.

The official said Ifco had conveyed the Board that it may not avail of SEZ benefits until they reach milk volume of 4 to 5 lakh litres per day. Ifco has already sought government permission to import 3,000 cows from New Zealand in the first phase.

With the import of cows, the milk yield is projected to be around 1 lakh litres a day, which is not sufficient to set up milk products plant, the official said, adding that at least 4-5 lakh litres was required for the plant.

Ifco wants to sell milk and other products like butter and cheese under the Ifco brand. The company plans to sell its dairy



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