

Naturally Glowing Skin

It is quite easy for the consumer to know that these products are working since the effects on skin health are VISIBLE. One sees the changes in appearance and texture of the skin. We saw this with B'utyQuin in its clinical study, where improvement in multiple parameters of aging skin were seen including hydration, luminosity, firmness and elasticity, and were evidenced with before and after images."

Shaq said consumers should look for products that say clinically proven. For example, consumers using supplement products containing 1,000 mg of BioCell Collagen per serving should see results in 12 weeks.

Retailer Considerations
For beauty-from-within, retailer Thomas Donnelly, owner of Autumn Harvest Natural Market in Scotch Plains, NJ for 42 years, said he recommends alleviating chemicals from the diet, and getting nutrition from a variety of sources of food along with supplements. He also noted that collagen supplement sales have been strong.

For promotional advice, Shaq said retailers should put beauty from within supplements on display and pair them with topical options. "They should also use their in-store and digital assets to inform consumers that they have solutions to maintain skin health," he said.

Von Oppen-Bezaire added, "Retailers can promote healthy skin supplements as beauty from within products that help to support the body's natural functions to keep the skin healthy, vibrant-looking, smooth and rejuvenated. Alternatively, one can perhaps speak more in detail about skin care at a cellular level by "rejuvenating mitochondrial functions for skin rejuvenation."

But as with any products, promote them carefully, Goodman concluded. "Don't over-promise and don't make claims that aren't allowed under FDA guidelines." VR

Do I Look Better?
Consumer demand, a competitive market and a changing cosmetic business makes product effectiveness so important. How does the consumer know what works?
"This is why extensive scientific research is so important because, through research, the benefits are substantiated and clear," said von Oppen-Bezaire. "With our B'uty-Quin ingredient, both the mechanism of action and the actual benefits are tested in vitro, in vivo and with clinical studies that are published or communicated to finished product manufacturers and consumers via multiple channels. All of this to make sure the consumer is well educated about the product activity, safety and use. Then, fortunately,

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BEING A BETTER Sport

Vibrant growth of sports nutrition reflects an evolving view of wellness.

By Lisa Schofield



More than ever, your customers want to feel good, to feel alive. Along with eating a healthier diet and being mindful of self-care—fitness truly makes us feel great, and it nourishes our confidence.

Millions of Americans are responding to the lockdown by getting into shape, anticipating life switching the sign back to "open."

Dietary supplement expert and consultant Gene Bruno, MS, MHS, RHEAHCQ wrote in his article, "5 Ingredient Trends to Watch in 2021" for NutraScience Labs that "sports nutrition involves the study and practice of fueling and hydrating the body for improved athletic performance." There are seven goals that consumers of sports nutrition products seek, according to Bruno:

1. Enhanced performance and endurance
2. Reduced likelihood of injury
3. Improved recovery
4. Delayed onset of fatigue
5. Ability to focus
6. Improved body composition
7. Healthy immune system

Interestingly, when you look at all seven desires for athletes and fitness enthusiasts, you will see a picture of whole health that is relevant to anyone interested in stepping into a physically fit lifestyle.

The New Sports Nutrition
Not too long ago, sports nutrition was a distinct category, attracting athletes and physically fit gym devotees. This category has expanded, evolved and has become dramatically more inclusive. In fact, the very term "sports nutrition" may become outmoded or vestigial.

"As the new consciousness about the ever-changing wellness grows, the desire to be more active in fitness activities including sports as well as e-sports (which one can accomplish within the confines of homes or offices), our awareness of the needs for proper nutrients supplied to our body equally grows," describes Zoraida P. Aguilar, PhD, MS, technology officer, Benedict ByPass Trust (Bio-Tech Pharamical), Arkansas.

Bruno cited market intelligence data from Allied Market Research ("Sports Nutrition Market by Type Global Oppor-

unity Analysis and Industry Forecasts" 2019) describing the factors catalyzing the vibrant growth of the category, which was valued globally at \$15.6 billion, with CAGR of nearly 9 percent through 2027. According to the report, there is rapid activity in gyms/fitness centers that are both opening up to service more customers, as well as those that are selling product (chiefly proteins, nutrition and energy bars and drinks, as well as smoothies). Another is rapid urbanization. The authors of the report write, "Athletes and bodybuilders are the prime consumers of sports nutrition products. However, the market is benefited from the rise in number of recreational and lifestyle users. Change in lifestyle and rise in disposable income in developing countries are the driving factors of the market. Moreover, increase in awareness about benefits of protein-based sports nutrition products and active lifestyle have accelerated the growth of the sports nutrition industry."

The way in which people are working out during the year-long pandemic restrictions is heralding new ways of catering to them. Virtual community workouts are

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