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# SKINADE

## A NEW AGE FOR NUTRACEUTICALS

**Wendy Lewis** explains why SKINADE® is at the forefront of the professionally dispensed drinkable beauty trend



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**I**N RECENT YEARS, THERE HAS BEEN mounting interest in supporting skin function from within through the use of nutraceuticals, also known as nutricosmetics and beauty-ceuticals.

One of the fastest growing sectors of the emerging nutraceuticals market is the 'nutricosmetics' market. A recent report in *Natural Products Insider* shed light on this global trend; 'Consumer awareness of the relationship between nutrition, good health and beauty is growing. It is understood what is consumed and metabolized has an impact on outer appearance.' Nutricosmetics have already gone mainstream in Asia and Europe, and are now maturing to a viable category in North America as more brands become integrated within the health, beauty, and wellness market. There is stronger clinical evidence available to support the pathophysiology of skin aging and the positive impact that nutrition/targeted nutrients may have on delaying skin aging and improving overall skin health.

These forces are what interested skinade® founder and CEO Piers Raper to dip a toe into this growth category in 2012.

'Since 2012, skinade has not only built a respected and multi award-winning brand, we have built a category that effectively did not exist less than 5 years ago. The demand for a skincare product that works from the inside had been growing for some time, but consumers wanted a product that delivers.

'We moved the inside-out approach from something designed to make money by marketing standard nutritional supplementation into something that actually works. Skinade is designed to create a physiological response in our bodies, replacing lost collagen, elastin and hyaluronic acid by helping produce these naturally. Skinade has pioneered "feedback mechanism" skincare, improving the end-user's skin at a level never measured before.

Putting your clinic in the position to provide the best possible products and results for your client's skin is now more important than ever, and demand is creating a nutraceutical market that will be worth \$7 billion by 2020.'

According to Mr. Raper, 'We spent over two years developing and perfecting a patent-pending formulation of active ingredients that work synergistically to produce a highly effective and result-driven product aimed specifically at the skin. Our formulation is packed with the highest-quality low-molecular weight collagen peptides from marine sources and essential nutricosmetics. Every aspect of the product has been designed to support normal skin function.'

Skinade is manufactured in London, UK by Bottled Science Inc. It is a collagen-based nutraceutical drink that targets the skin as a whole organ by addressing overall skin health through its formulation and mechanism of action.

Skinade supports the skin all over your body. It works from the inside-out to rebuild and strengthen the collagen matrix below the skin's surface, boost natural levels of hydration, and reduce the appearance of fine lines and wrinkles. Developed by a team of UK scientists, the patent-pending formulation contains high-grade collagen and essential micronutrients. In 2016, they opened their first US based corporate offices in Chantilly, VA and have gone on to win 4 US awards and are carried in over 100 leading skin care practices in the USA.

Skinade is a professionally dispensed product that contains high-grade collagen peptides sourced from freshwater fish, which is low in sodium and avoids mercury contamination. Each bottle includes 7000mg and has no artificial flavors or coloring and fewer than 35 calories. The solution contains only 2 kcal of sugar sourced from natural grape juice. With natural flavours of peach and mango, it is pleasant tasting and easy to add to a daily skincare regime. It comes ready mixed for ease of use, and is also available in handy travel packets, which makes it very convenient for carrying to the office, gym or while traveling. Bottled Science sells skinade exclusively through skin clinics, dermatologists, plastic surgeons, and aesthetic professionals.

Skinade comes in 30, 60, and 90 supplies, and it is recommended to start with a 90-day supply to reap the benefits of the product. Drinking skinade on a daily basis has been shown to result in firmer, more even toned, hydrated, radiant, youthful and healthier looking skin. It has been demonstrated to have an effect on fine lines and

wrinkles and repairing connective tissue. In clinical use, patients have reported that they develop stronger, healthier and faster-growing hair and nails.

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### Link between nutraceuticals and skin rejuvenation

Traditionally, the approach to skin rejuvenation has been from

the outside in, but recently there has been growing interest in nutraceuticals to support skin function. Nutraceuticals are increasingly being used by aesthetic professionals to improve the skin health of their clientele in conjunction with in-clinic treatments. With this in mind, the addition of nutraceuticals into aesthetic clinic offerings makes sense holistically and financially.

Aesthetic practitioners already offer patients a vast array of topical, injectable, and laser treatments at their clinics, which address patients' concerns from the outside. When so many factors that contribute to skin health and aging are influenced by what is happening inside the body, it seems only natural to combine these treatments with nutraceutical products to maximise skin health improvement.

According to Rashae Doyle MPAS, PA-C, Physician Assistant and Aesthetics Specialist in Tampa, FL, 'I was sold on trying skinade myself by the science behind it. >

## Classification of cosmeceuticals (after Banwell et al. 2014)

### Class I Anti-aging

- Type A (antioxidants)
- Type B (hydroxy acid)
- Type C (peptides)
  - Type D (nutri-cosmeceuticals)
- Type E (hormones)

### Class II Photoprotection (SPFs, photoimmunoprotectants, chemoprotectants)

### Class III Anti-pigmentation

### Class IV Anti-acne

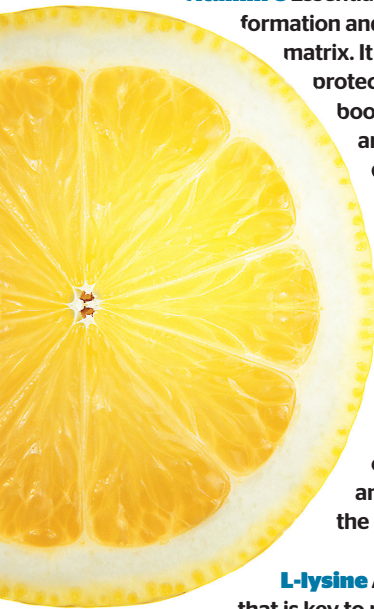
### Class V Moisturisers

## Skinade active ingredients

**MSM** This naturally occurring form of organic sulphur found in all living organisms helps collagen and keratin formation, improves skin elasticity, and inhibits cross-linking of collagen fibres, a major cause of skin aging.

**Collagen peptides** High-grade marine collagen peptides are sourced from fresh-water fish, low in sodium and avoiding mercury contamination.

**Vitamin C** Essential for natural collagen formation and maintaining the collagen matrix. It also provides vital protection for the skin by boosting the immune system and reducing free-radical damage.



**Vitamin B complex** Riboflavin (vitamin B2), niacin (vitamin B3) and biotin contribute to the maintenance of normal skin health. Vitamin B2 also contributes to the protection of cells from oxidative stress. Folic acid and vitamin B12 play a role in the process of cell division.

**L-lysine** An essential amino acid that is key to rebuilding the collagen matrix at a cellular level

**Omegas 3 & 6** Omegas are sourced exclusively from organic flaxseed oil, and they play an important role in balancing dry and oily skin.



▷ The proven absorption rate of collagen in skinade is much higher than most similar products' claims. It is apparent right away, within four weeks. You can immediately see and feel the results of smoother, brighter, and plumper skin. The added benefits from vitamin C and plentiful amounts of B vitamins, MSM, and flaxseed



“The core components of nutraceuticals directed at the skin include collagen peptides, vitamins, antioxidants, and micronutrients. In our patients, we have seen significant improvements in the appearance and feel of their skin with regular use.”

*Plastic Surgeon Paul Banwell*

essential to good skin health and vitality are a plus. Skinade is an essential way to upgrade your normal skin routine. My patients love that it's easy and convenient to use, and the taste is great. I have never had a patient dissatisfied with the results they receive. I have seen benefits for the skin, hair, nails, and common dermatologic skin conditions, such as eczema and acne. My patients rave about the added energy they initially see due to the B vitamins. I always explain that “you wouldn't shine your car without adding gas or oil for it to run properly.” Skinade helps augment any in-office treatment and keeps the skin healthy and functioning well from the inside out. It is an essential part of my patients' care and experience in my office.

Maintenance of collagen levels through aesthetic procedures, topical skincare, and nutraceuticals can improve the signs of aging. Skinade targets the skin as a whole organ by addressing overall skin health through its unique formulation and delivery mechanism.

Skinade claims to have a 90-95% absorption rate to ensure that the body maximises the benefits of the active ingredients. To get all of the active ingredients in their cocktail, you might need to swallow upwards of 20 tablets per day, which may be hard to digest and the nutrients might not be absorbed.

### Internal health, external beauty

The consumer appetite for natural products is now on fire, making nutraceuticals increasingly popular due to media coverage and a bevy of celebrity fans. Most people today readily believe that skin health and appearance depend on a sufficient supply of essential nutrients, which has fueled an interest in nutritional supplements specifically developed for the enhancement of skin quality and age-reversing benefits.

According to London-based Plastic Surgeon Paul Banwell, ‘DeFelice coined the term “nutraceuticals” in the late 80's, and since then there has been increasing traction regarding the benefits of these products in the cosmetic medicine arena. The initial concept that an oral liquid formulation could improve the skin was met with some skepticism, but the burgeoning scientific literature in this field is now suggesting that there is solid evidence for their use. The core components of nutraceuticals directed at the skin include collagen peptides, vitamins, antioxidants, and micronutrients.



In our patients, we have seen significant improvements in the appearance and feel of their skin with regular use.'

He continues, 'Various mechanisms have been postulated but these include stimulation of collagen formation and other effects including antioxidation, anti-inflammation, anti-glycation, attenuation of phototoxic responses and suppression of matrix metalloproteinase (MMPs) activity. Carbon labelling studies investigating collagen peptide biology following ingestion have confirmed they do indeed reach the target site [the skin] and stimulate fibroblast activity in the dermis. I think these carefully formulated collagen preparations [with peptide fragments] as in skinade enhance feedback signals in the skin and stimulate collagen production.'

Mr. Banwell coined the term 'nutri-cosmeceuticals,' and he developed a 'SkinSmart Matrix' that incorporates the latest advances in skin health, including skinade for an 'inside-out approach.' Further emerging evidence in the literature suggests that nutraceuticals also affect epigenetic changes to the skin too, serving as a molecular basis for nutraceuticals,' he says.

## The science behind the brand

With the right formulation, nutraceuticals have been shown to induce visible skin improvements; but to achieve optimum efficacy, the product has to have a high level of bioavailability, which is why, according to Mr. Raper, skinade was developed as a liquid completely in solution.

'One of the most interesting supplements available at present is skinade, a drink that contains peptides which have been shown to stimulate the cells in our skin, the fibroblasts that generate collagen. It's this kickstarter that increases the amount of collagen in our skin and helps improve our skin's appearance. An increase in the thickness of the skin has been demonstrated after a course of taking skinade, and it has also been proven to stimulate the cells that produce hyaluronic acid, which provide hydration to our skin,' according to Cosmetic Doctor Benji Dhillon of PHI Clinic, London.

The synergistic blend of active ingredients in skinade has been scientifically developed to ensure that the molecular bonds of the ingredients are stable in solution, to maximise the effectiveness and avoid a process whereby active ingredients cancel each other out. To maintain the molecular bonds of the active ingredients, skinade engineers its own water through a process of reverse osmosis, creating an isotonic solution that delivers the active ingredients to the highest level. This complex solution is then put through a process of 'cold aseptic filling' so bioavailability of the actives is uncompromised. The formula does not contain hormones, genetically modified organisms, bovine or porcine products, alcohol or artificial flavors and colors.

After completing a course of skinade, clinical studies have shown<sup>2</sup>:

- Increased skin hydration and radiance
- Reduced appearance of fine lines and wrinkles
- Increased skin suppleness
- Healthier looking hair and nails



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### Banwell SkinSmart Matrix

#### AM

##### Cleansers

##### Nutraceuticals - Skinade

##### Antioxidants A,C,E

##### Immunoprotectants - vitamin B3

##### Vitamin D orally

##### Sunscreen (superfluids)

#### PM

##### Cleansers (double cleanse)

##### Hydroxy acids

##### Vitamin A and DNA repair enzymes

Additionally, consumers have also reported improvements in skin conditions, such as acne, eczema, and psoriasis after completing a course of skinade<sup>2</sup>.

In a recent 90-day clinical trial conducted at Santi Skin Lab in London in which seven different skin parameters were measured by state-of-the-art Cortex Technology, skinade was shown to increase collagen density, skin hydration, and improve skin elasticity<sup>2</sup>. Individual results will vary but, with continued daily use, studies have found that these skin improvements continue.

Skinade complies with all regulations and standards set by the Food Safety Agency, Trading Standards, and the Food and Drug Administration. Since skinade contains marine collagen, it is not suited for vegetarians, vegans or anyone with a fish allergy.

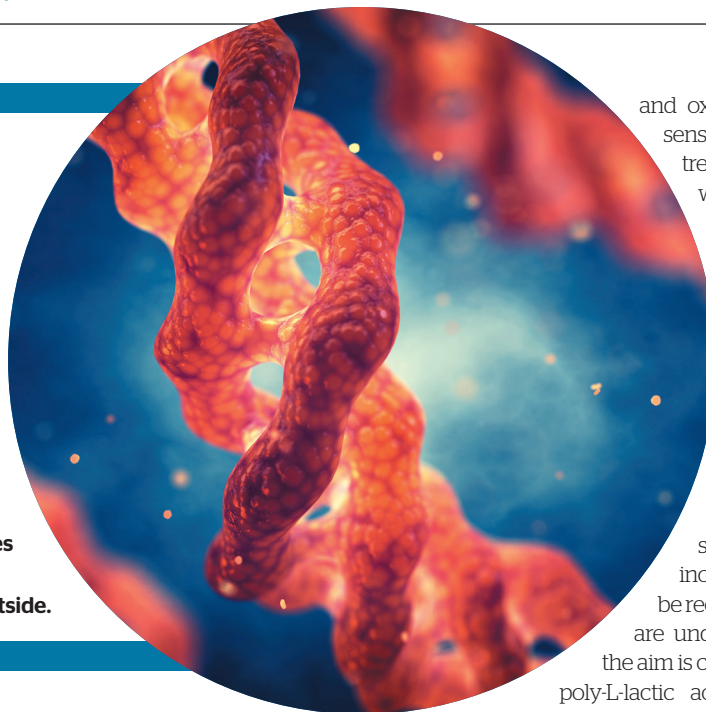
The product should be taken daily, after breakfast. It is recommended to take skinade for at least 90 days to see the full benefits, and the product should be integrated as a key element into any skincare regime. If skinade is stopped completely, users will gradually lose the benefits they have gained while drinking the product.

'We were all skeptical at first with "Better Skin from Within," a drinkable bottle versus all the services we offer. We quickly realized this was a good complement to the >

## Skinade proven benefits

Multiple skin benefits scientifically documented

- Decreased collagen fragmentation in dermis
- Increase in collagen density in dermis
- Increase in skin moisture level
- Improvement in skin suppleness
- Skin replica image and analysis shows reduced number of micro-relief furrows
- Prevention of the formation of deep wrinkles
- Skin's collagen is boosted from the inside, providing visual anti-age benefits on the outside.



▷ services we offer and as a product taken alone. Our patients love skinade! They have reported that after just a 30-day period, they've noticed an increase in their skin hydration, reduced appearance of wrinkles and lines, healthier nails, stronger hair, and just an all over glow,' says Christina Cosca, Marketing Director for Bella Cosmetic Surgery, National Harbor, MD.

Plastic Surgeon Mark E. Richards from Bethesda, MD has also been extremely pleased with the response from his patients who have tried skinade. 'Even my most critical patients have been pleased with skinade's results,' he says.

### How skinade fits into clinical practice

London-based Plastic Surgeon Dalvi Humzah describes his journey to providing skinade to his patients. 'Skinade is a very interesting product. I was initially skeptical about "collagen drinks" as a concept. I introduced this into the practice cautiously and have had some very good results in patients who have skin problems. My secretary gave a course to her daughter, and her long-term acne cleared up within the initial weeks of using it. I have also introduced it into my surgical patient care package—as we generally get the paper work all together for patients about four weeks before admission for the larger cosmetic procedures—we then provide a course of skinade directly to the patient to start two weeks before surgery and two weeks post-op as a "complimentary" care package. It is difficult to fully quantify at present, but I feel that the healing pathway for these patients appears smoother with less superficial problems and they do appear to bounce back through surgery in the post-op period,' he said.

According to Aesthetic Nurse Nikki Zanna, RGN NP of Halo Aesthetics in Milton Keynes, UK, 'Although aesthetic practitioners already offer a range of topical, injectable and laser treatments, these procedures only address patients' concerns from the outside, when so many of the factors that contribute to skin health and aging are influenced by what is happening inside the body, i.e., inflammation, glycation,



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**Plastic Surgeon Dalvi Humzah**

and oxidation. Therefore, it makes sense to combine these treatments with products which work from the inside out to maximise all opportunities for skin health improvement.

'We provide patients with a sample of skinade to try in the clinic. This peaks their interest in the product and provides an opportunity for adding a nutraceutical element to their skincare regimen. As skinade has been shown to increase collagen density, it can be recommended for patients who are undergoing treatment in which the aim is collagen stimulation, including poly-L-lactic acid, medical microneedling, polydioxanone thread lifting, and radiofrequency. Ideally, the patient will begin drinking skinade one month before treatment to ensure that the skin is in optimal condition at the time of the procedure. We recommend continued use of skinade for two to three months post-procedure, with many patients continuing to use it beyond their treatment phase. In our experience, it is most often purchased by patients in their 40s and up, due to the price point,' she added<sup>4</sup>.

Skinade contains a blend of active ingredients in solution, which has a 90-95% absorption rate. Comprehensive studies have proven that marine collagen peptides increase collagen density and skin hydration, and reduce deep wrinkle formation. By offering nutraceuticals to dovetail with skin treatments, aesthetic practices can maximise the potential for skin health improvement and offer an extra convenience for their patients. Skinade works as an additional non-conflict revenue stream that increases the results of in-clinic treatments.

► **Find out more at [skinade.com](http://skinade.com)**

## References

1. Simpson P. *Nutricosmetics: You Are What You Consume*. Natural products insider. Available at: [www.naturalproductsinsider.com/-/media/Files/Nutrition/DigitalIssues/2017/07/personal-care.pdf](http://www.naturalproductsinsider.com/-/media/Files/Nutrition/DigitalIssues/2017/07/personal-care.pdf) [last accessed October 31st 2017]
2. Date on File with skinade.
3. Zanna N. Evidence Base and Benefits Associated With a Collagen-Based Nutraceutical Drink. *Journal Of Aesthetic Nursing* 2017; 6 (3)



skinade.com

- ✓ increased skin hydration and radiance\*
- ✓ reduction in fine lines and wrinkles\*
- ✓ improvements in skin conditions such as eczema, psoriasis and acne\*

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## The professional choice

skinade® is the UK's leading skincare drink recommended by professionals. Engineered for optimal absorption, its innovative formula contains pharmaceutical grade ingredients that are delivered straight to the skin. Combine with treatments or use with a daily skincare routine for better, smoother and younger looking skin.

\*based on an independent survey of 282 people drinking skinade® for 100 days

### REAL PEOPLE, REAL RESULTS

Up to 73.6% increase in collagen density recorded after drinking skinade® for 90 days.



Available from skincare professionals only.  
To find an account, go to [skinade.com](http://skinade.com).  
To become an authorised account, please call us on 1-800-SKINADE or email [info@skinade.com](mailto:info@skinade.com)

skinade   
better skin from within

