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Nutrition21

Nutrition21 Helps Brands Capture Beauty from Within Wins

New white paper unveils the science behind beauty and how brands can create differentiated beauty supplements that deliver real results with Lustriva®

Saddle Brook, NJ, May 22, 2024 — Nutrition21, LLC, an Everwell Health company, ("**Nutrition21**") recently launched a new *Beauty from Within* campaign highlighting consumer demand as the beauty from within category surges with new growth. A new white paper from Nutrition21 highlights how consumer preference is shifting towards inner wellness and discusses how brands can unlock new possibilities and create new beauty from within solutions that deliver scientifically backed, tangible results with Lustriva®. This exceptional ingredient from Nutrition21 harnesses a proprietary blend of unique forms of biotin and silicon, demonstrated to support healthier-looking hair and skin, with users seeing fast results.

"Skin and hair care concerns are rising amongst younger demographics, which is broadening the market potential in this supplement category," said Jordan Miller, Vice President, Marketing – Nutrition21.

"Skincare catering to signs of aging is popular among consumers as young as 25, and haircare centered around hair thinning appeals to consumers as young as 35. ¹ Additionally, Gen-Z and Millennial consumers are spending more on health and wellness products for appearance than other consumers. So overall, there is an opportunity for brands to cater to this desire to slow signs of aging in skin and hair by incorporating clinically studied ingredients like Lustriva to support healthy hair and skin."

Lustriva is a patented, one-of-a-kind blend of Bonded Arginine Silicate and Magnesium Biotinate delivering unique and bioavailable forms of silicon and biotin that work together to deliver real beauty from within benefits. It's gold-standard clinical study demonstrated Lustriva can support existing hair growth in as few as three weeks providing a fuller and thicker look, while reducing the appearance of wrinkles in twelve weeks—demonstrating that once-daily Lustriva can help support healthy hair and skin.

By promoting nutritional and structural support for both hair and skin, supplements incorporating Lustriva offer a safe and effective way to help users look their best from the inside out. The popularity of new, clinically backed ingredients and beauty from within supplements is rapidly gaining momentum. Research shows that over 40% of U.S. consumers purchase health and wellness products to support their appearance¹ and that the beauty supplement market has grown to a value of \$1.4 billion.²

In the white paper, [*Inner Glow, Outer Shine: Unveiling the Science Behind Beauty*](#), Nutrition21 outlines the latest consumer preferences, and how brands can formulate a new generation of beauty from within supplements using Lustriva. Highlights include:

- Evolution of interests from outer appearance to supporting beauty from within and understanding the link between appearance and overall well-being and nutrition
- Proof of the importance of showcasing efficacy to give products shelf appeal
- Exploration of the root causes of thinning hair and aging skin (gaps in diet, environmental factors, hormonal changes, etc.), and the importance of ingredients that face these causes head-on
- The science behind Lustriva, highlighting how this unique ingredient complex that goes into supplements is clinically-backed — with results to prove it

“Our white paper outlines the beauty from within segment, noting the incredible opportunities for brands to grow within this space,” added Miller. “Consumers are increasingly interested in finding dietary supplements and functional foods and beverages that offer science-backed solutions that help them feel and look their best. Specifically, products that can help support healthy skin and hair are where Lustriva comes in as an ideal, consumer-pleasing ingredient. We are seeing tremendous growth in products formulated with Lustriva, some of which are among the fastest growing beauty supplements on the market today.”

Lustriva is a versatile ingredient, safe and effective for use in foods and supplements, helping brands to capture beauty from within wins. Available as a powder, Lustriva can easily be formulated into a variety of applications such as capsules, tablets, gummies, ready-to-mix (RTM) powders, ready-to-drink (RTD) beverages, and bars.

Click [here](#) to download the white paper or visit <https://nutrition21.com/lustriva/> to learn more about how Lustriva supports beauty from within.

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About Lustriva®

Lustriva® is a patented, one-of-a-kind blend of Bonded Arginine Silicate and Magnesium Biotinate delivering unique and bioavailable forms of silicon and biotin that work together to promote healthier looking hair and skin. Lustriva is clinically shown to support existing hair growth in as few as three weeks providing a fuller and thicker look while improving the appearance of skin within twelve weeks. By promoting the nutritional and structural support for both hair and skin, Lustriva is a safe and effective way to look your best from the inside out and is easily formulated into tablets, capsules, powders, beverages, and bars.

About Nutrition21, LLC

Nutrition21, an Everwell Health company, is an industry-leading developer and marketer of efficacious, high-value, clinically substantiated ingredients for use in dietary supplements, functional foods, and beverages. With decades of experience, the company’s scientific platform has continued to create unique, patented products that are both safe and clinically effective. To build consumer trust, Nutrition21 ensures product efficacy and safety through a product development process that involves rigorous preclinical and clinical research. The company currently holds more than 50 domestic and international issued and pending patents for its ingredients which support unique claims associated with sports nutrition, weight management, cognitive health, and beauty from within, among others.

For more information on Nutrition21, visit: Nutrition21.com.

About Everwell Health Holdings, LLC

Everwell Health aims to help people look, feel, and perform their best by advancing the science of safe, convenient, and attainable functional ingredients. Everwell Health enables our partners to win by providing trusted ingredient solutions that help all to look, feel, and perform their best. The company adds meaningful value to dietary supplement, food, and beverage brands by offering scientifically substantiated functional ingredient solutions. The company is actively focused on business development partnerships across the functional ingredients market.

For more information on Everwell Health, visit: Everwellhealth.com

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References

¹ McKinsey & Company, The trends defining the \$1.8 trillion global wellness market in 2024

² NBJ. Nielsen XAOC – Latest 52 weeks ending 2/24/24