

Microbiome market is skin deep

Companies bet on supplements targeting gut-skin axis

By Robyn Lawrence

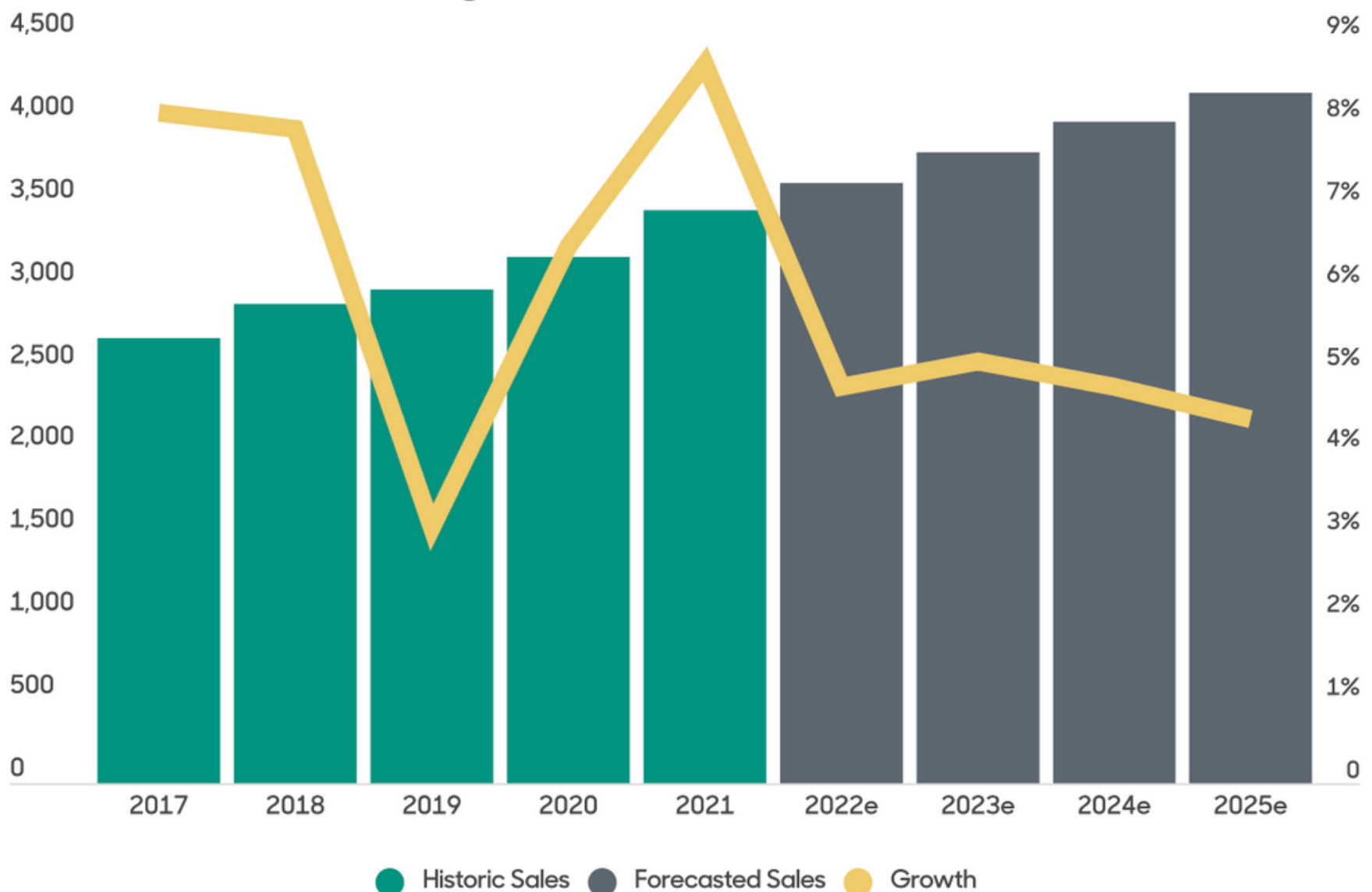
The way **Gut to Glow** co-founder Dr. William Davis sees it, the consumer market for products addressing the microbiota-gut-skin axis is in about the same place as the personal computer market was when the 8-bit Commodore 64 was introduced in 1982.

“The science is unfolding very rapidly,” says Davis, who developed his oral skincare formulation around a proprietary *Lactobacillus reuteri* strain that provides a useful microbe often missing in the colon and upper GI tract. “It’s clear the microbiome is going to dominate and change everything

NBJ Takeaways

- » Nearly a decade after researchers discovered the microbiota-gut-brain axis, consumers are slowly becoming aware of its connection to skin health
- » Only a small percentage of consumers are using supplements to fortify the gut-skin axis
- » Education and influencer partnerships are needed to bring about widespread awareness
- » Research into irritable bowel disorder has identified skin conditions tied to microbiota

Gastrointestinal health supplement sales and growth, 2017-2025e



Source: Nutrition Business Journal (\$mil, consumer sales)

Skincare market

The skincare market is projected to reach \$110 billion in 2025, up from \$100 billion in 2024. The market is driven by the growing awareness of skin health and the increasing use of digital marketing to reach consumers. The market is also being driven by the growing use of natural and organic ingredients.

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Beauty market

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Paula Simpson, a nutrition and formulation consultant and author of *Good Bacteria for Healthy Skin: Nurture Your Skin Microbiome with Pre- and Probiotics for Clear and Luminous Skin* (Ulysses Press,) says all the pieces are coming together for gut-skin axis products to explode. “There’s such a snowball effect happening right now in the microbiome science space, with technology and science advancing really quickly,” she says.

By taking a holistic approach to the skin care market, brands can better understand the needs of consumers and create products that are more effective and enjoyable to use. This approach involves looking at the skin care market from a holistic perspective, considering the needs of consumers and the challenges they face. Brands that take a holistic approach to skin care are more likely to succeed in the long run.

Consumers are looking for products that are more natural and less invasive. They are also looking for products that are more effective and longer-lasting. Brands that can provide these products are more likely to succeed in the long run.

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Looking for a shiny outcome

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Balance is key

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“We can get a little bit too excited or hyper-focused on the science and technology and often forget about the education component,” Simpson says. “It’s a trifecta. They really need to go together.”

“Everything in the microbiome world is coming together,” Simpson says. After scrubbing away a lot of helpful bacteria along with harmful germs during the COVID hygienic frenzy—and suffering from skin conditions as a result—more consumers are ready to take a less invasive, more minimalist approach to skin care.”

“We have a unique opportunity to talk about an ecosystem and balance and things that consumers are really gravitating toward right now, and consumers are slowly getting it.”