

Previously, beauty supplements had a narrow focus on anti-ageing and skin health. Today, they've shifted significantly towards a holistic approach focused on lifestyle and longevity.

Paula Simpson
Nutricosmetics Expert

STYLUS

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Tipping Point for Gut-Skin Solutions

“The gut-skin axis has evolved both from a clinical research and consumer awareness perspective,” says Canadian nutricosmetics expert [Paula Simpson](#). Cue a growing crop of probiotic products that tackle complexion concerns via the microbiome – sending the message that “if you’re not taking a gut supplement, your skin is missing out”, as one brand [puts it](#).

- **Research Revolution:** “Research shows a strong link between gut health and skin homeostasis [optimal functioning],” explains Simpson, author of [Good Bacteria for Healthy Skin](#) (2019). She expects to see “more specialised and advanced formulations for targeted conditions, with rising focus not only on probiotics, but prebiotics and postbiotics”.