

## Forward Thinking: Get Your Vitamins

### Health benefits where you least expect them

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**V**itamin products are not new; they have existed since the early 1900s. However, new applications and delivery systems are emerging—from functional beverages and fortified foods to vitamin injections—as consumers seek new methods to get their daily dose of vitamins. According to Mintel, “the US vitamins and minerals market was worth \$11.2 billion in estimated sales for 2009, reflecting growth of 6.2% over 2008.”

#### Drink Your Vitamins

Traditional vitamins such as pills, powders and liquid supplements are available and widely used. Yet, consumers seeking alternative ways to take their vitamins have a variety of choices as newer forms such as chewables, gummies and customizable vitamins are gaining popularity. Similarly, functional beverages and fortified foods are readily available.

For fruit and vegetable juices, *Biotta Premium Organic Juices* offers a variety of natural juices based on the nutritional value of the ingredients. For example, Biotta carrot juice (for good vision) “is rich in natural beta carotene (pro-vitamin A),” sauerkraut juice (for digestion) is “rich in L (+) lactic acid” and elderberry juice (for respiratory and immune systems) is “rich in mineral nutrients.” Meanwhile, Glaceau, with 15 flavors of *Vitaminwater*, is searching for its next flavor. Through the FlavorCreator application on Vitaminwater’s Facebook page, the company has invited fans to design the next flavor and its vitamin content; the new flavor is expected to be launched this March. For those concerned with calories, there is *Vitaminwater10* (only 10 calories) in four new flavors—grape raspberry, mixed berry, peach-mandarin and green tea. Finally, it’s important to note that vitamin water is not just for human consumption: *Doggie Springs Vitamin Dog Water* is available in three flavors.

#### Eat Your Vitamins

Beverages are not the only way to take vitamins. *VitaminSpice* recently developed a line of “spice and vitamin blends in the form of seasonings,” that is available in ground cinnamon, crushed red pepper, ground black pepper and granulated garlic. Raising the bar, a new breed of restaurants is being launched with a focus on healthy meals packed with nutritious ingredients. New York’s Hakata TonTon’s Japanese restaurant specializes in “collagen cuisine” with dishes based on pig’s feet. In Seattle, the Little Hot Pot features the “two-sided yin-yang pot with a secret blend of 36 herbs.” The Imperial

Herbal restaurant in Singapore incorporates the use of herbal medicine and culinary skills to create a unique dining experience.

#### Vitamin-infused Beauty

Vitamins E and C are popular skin care ingredients. As such, recent skin care launches have been emphasizing these vitamins and their health benefits in their product names. For example, Bare Escentuals features the *bareVitamins* line, with products such as the Skin Rev-er Upper, which is “designed to rejuvenate one’s complexion like a daily multi-vitamin supplement.” Korres Ginger & Vitamin E Foundation SPF 10 “is packed with vitamins to balance the skin,” while *MD Skincare Hydra-Pure* Vitamin C Serum is “loaded with 20 antioxidants to ward off signs of aging.” Spas, too, have jumped on this bandwagon, offering vitamin-infused treatments. Blue MedSpa, for instance, features a complete Blue Bar Menu with “progressive skin elixirs” highlighting ingredients like vitamin C, phytonutrients and antioxidants.

However, it is not just prestige brands that focus on vitamins; mass-market brands also recognize the demand. To capitalize on this trend, Dial adds Cranberry & AntiOxidant Pearls and Clean & Soft White Tea & Vitamin E Pearls to its body wash line. Meanwhile, Vaseline’s newest launch is Sheer Infusion Body Lotion, Vitamin Burst. In hair care, *VitaminShampoo* represents an entire line of shampoos and conditioners “infused with high potency superfruits containing vitamins and antioxidants, along with nutrients, minerals, proteins, and essential oils.” Among its variants are Nutritional Acai Berry Guava and Smoothing Mangosteen Yogurt.

Japan is at the forefront of innovation with products such as the *Arromic Ion showerhead with Vitamin C cartridge*. This shower apparatus creates a negative ion stream and removes chlorine while the vitamin C cartridge adds moisture to both hair and skin. Pushing the envelope further is Japan’s newest craze—vitamin injections. *Tenteki Cafe 10* is a “Drip Cafe” that offers 10 different intravenous vitamin drips such as “Blue,” a vitamin pack with B1 and vitamin E for exhaustion.

Clearly, vitamins and minerals will continue to appear in products across categories, and one can expect to see new applications and delivery systems emerge, thus creating opportunities and new markets.

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