

## CREATING THE UK'S FIRST BEAUTY INFUSED TEA BAG

Discover how our innovative approach introduced a new category for the UK tea market



Modern day living, stressful working environments and climate change are all speeding up today's ageing process, meaning that many people are resorting to more extreme measures in the pursuit of youthfulness.

This is reflected in the global anti-ageing market, which is growing at 7.5% a year and is projected to be worth £158.17 billion by the end of 2021\* as people's obsession with staying young continues to grow.

Hear how our innovation and trend analyst teams created an opportunity for tea brands to diversify their product ranges and increase revenues. Our beauty tea solution helps consumers slow down the ageing process, in a way that's far more enjoyable than nips, tucks and fillers or drinking kale, spinach and broccoli smoothies.

### Our Collagen tea story

Our mission is to help customers grow their businesses through product innovation. Half the time we do this when businesses come to us with a product challenge and the other half we go to customers with solutions they didn't know they needed.

This story begins during one of our new product innovation sessions. Our trend analysis team tasked the business to concept a product for the ever-growing anti-ageing market. Something that consumers could fit into their daily routines, that they were already doing and wouldn't feel like another task they had to fit into their already hectic lifestyle. We were going nowhere fast, so we decided to take a break.

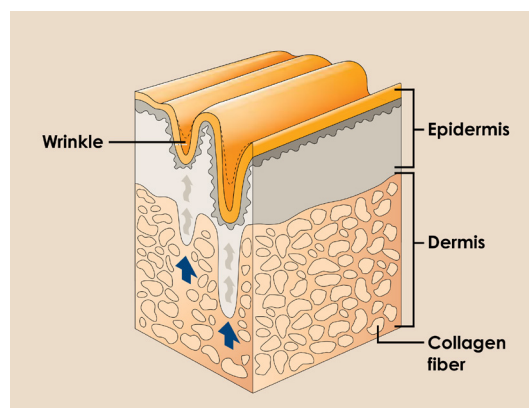
Boom! That's when genius struck. What's the one thing people love to do at least 2 or 3 times a day to replenish themselves? Have a brew of course! Just think how much more enjoyable that brew would be if every sip was helping you to fight off ageing.

### Collaboration was key to our product solution

Yet for every great idea comes 1000 challenges to make it happen. Our one in particular is that Collagen (our anti-ageing ingredient) is only produced as a fine powder that would escape through a teabag long before it got

anywhere near a mug. Our idea was in hot water until we challenged one of our global leading Principals **GELITA** to help. They came back with their latest product **VERISOL®** – a bioactive collagen peptide product that's created using larger collagen particles, which was perfect for our teabag conundrum.

Now that we had the missing ingredient for our beauty innovation, it was time to collaborate with a specialist tea contract manufacturer, to help us create our beauty infused tea. They came back with a gorgeous, salted caramel flavoured tea, that when tested resulted in a 15% improvement of skin elasticity, a decrease in cellulite and improved nail growth and strength\*\*. Double Boom!



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### Launching our new beauty concept

Now that we had created a beauty infused tea concept, it was time to take it to the masses. We launched it at Food Matters Live, where it was an instant success. We came away with a new brief from a customer to create a beauty tea for their business.

### Beauty teabag evolution

But we didn't stop there. Our original product used Porcine Collagen as its core ingredient, which was a challenge for some markets. So, we went back to our innovations team and challenged them to find an additional solution. They came back with a Bovine Collagen alternative that worked perfectly with our original concept. This evolution has allowed us to offer our innovative product to a much wider, global audience.

### The science behind our beauty ingredients

Collagen is a major structural component of human skin, comprising about 80% of its dry weight. Skin properties are known to be affected by endogenous and environmental factors including ageing, ultraviolet, radiation hormones and nutrition.

Administered orally, our beauty infused ingredients influences the skin's collagen metabolism directly from the inside. It increases skin moisture and delays the formation of wrinkles, increasing skin elasticity by up to 15%\*\*. With the effects being measurable in as little as 4 weeks.



### Other anti-ageing products

Our beauty infused ingredients can enhance a wide range of other products too, allowing us to apply it to a wide variety of brands and categories without compromising the original product, or allowing brands to create completely new products for emerging audiences or customer needs. In the form of powders, shots and gels, for products such as beverages, confectionary, pregnancy supplements and spreads, etc...



Before



After

### Get in touch

By collaborating with our specialist teams, we can work with you to create completely bespoke beautyinfused products of your own. Contact us today to hear how we can help you tap into the continually growing health and beauty market.

For the full scientific facts and data around our beauty product or to find out how we can create beauty enhancing products for your customers, email: [info@nutricol.co.uk](mailto:info@nutricol.co.uk) or call our team on: 01787 478 855

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