

A SPECIAL EDITION OF **WWD**

BEAUTY INC

THE
BEAUTY INC
AWARDS
2025



**INTRODUCING
THE CATALYSTS**
FORGING THE FUTURE
WITH BEAUTY'S
TOP INNOVATORS

THE PETE BORN IMPACT AWARD

MOTION ACTIVATED

FROM BIG DEALS TO BOLD MOVES,
HOW **NICOLAS HIERONIMUS**
POWERS L'ORÉAL FORWARD

THE WELL SWELL

Supplements are proliferating in forms and functions as consumers increasingly look to optimize each aspect of their routines. BY NOOR LOBAD

The ingestibles have landed. As full-scale supplement routines go mainstream — according to NielsenIQ, supplement sales in the 52 weeks ending Oct. 18 reached \$8.9 billion, with units growing 6.2 percent year-over-year — offerings in the category are expanding rapidly. Here, the latest.

1. SAKARA SERENE STATE, \$65
L-theanine, phospholipids and succulent extract zembrin work together in these calming gummies meant to act as “chill pills.”

2. O-POSITIV HEALTH URO METABOLISM + PROBIOTIC, \$32
This daily weight management capsule taps green coffee bean extract, L-theanine and probiotics in an aim to reduce food cravings and increase energy.

3. LTH DREAM MULTI-MAG SLEEP SUPPORT POWDER, \$70
This sleep aid by Life Time combines 300 milligrams of magnesium with ashwagandha and L-theanine.

4. THE ABSORPTION COMPANY MAGNESIUM GLYCINATE, \$28
Each two-capsule serving delivers 1,000 milligrams of magnesium glycinate via an encapsulated delivery system meant to improve absorption.

5. CLINIQUE LA PRAIRIE CLP HOLISTIC HEALTH, \$390
The Swiss longevity clinic looks to boost energy, immunity and well-being with its vegan supplement range powered by minerals and a hero bioactive compound blend.

6. SEED DM-02 DAILY MULTIVITAMIN, \$40
Made with 20 vitamins and minerals including zinc, selenium, copper and vitamins A, C and E, Seed’s newest aims to fill nutrient gaps and support healthy aging.

7. VSL PROBIOTICS VSL VAGINAL HEALTH, \$30
Formulated with probiotic strains and cranberry extract, this supports healthy vaginal pH levels and urinary tract health.

8. ELASTEN COLLAGEN AMPOULES, \$100
Featuring collagen, biotin and zinc, these once-daily ampoules aim to improve skin health and elasticity.

9. NEUTROGENA HAIR RESTORE DRINK MIX SUPPLEMENT, \$20
Formulated to support hair growth, Neutrogena’s latest supplement harnesses collagen peptides and vitamin C.

