



Beauty: Inside & Out

A Mintel Insight Presentation
AIFST Brisbane June 2016



Mintel's Global New Products Database (GNPD)

62 COUNTRIES

270 SUBCATEGORIES

3.5 MILLION EXISTING RECORDS

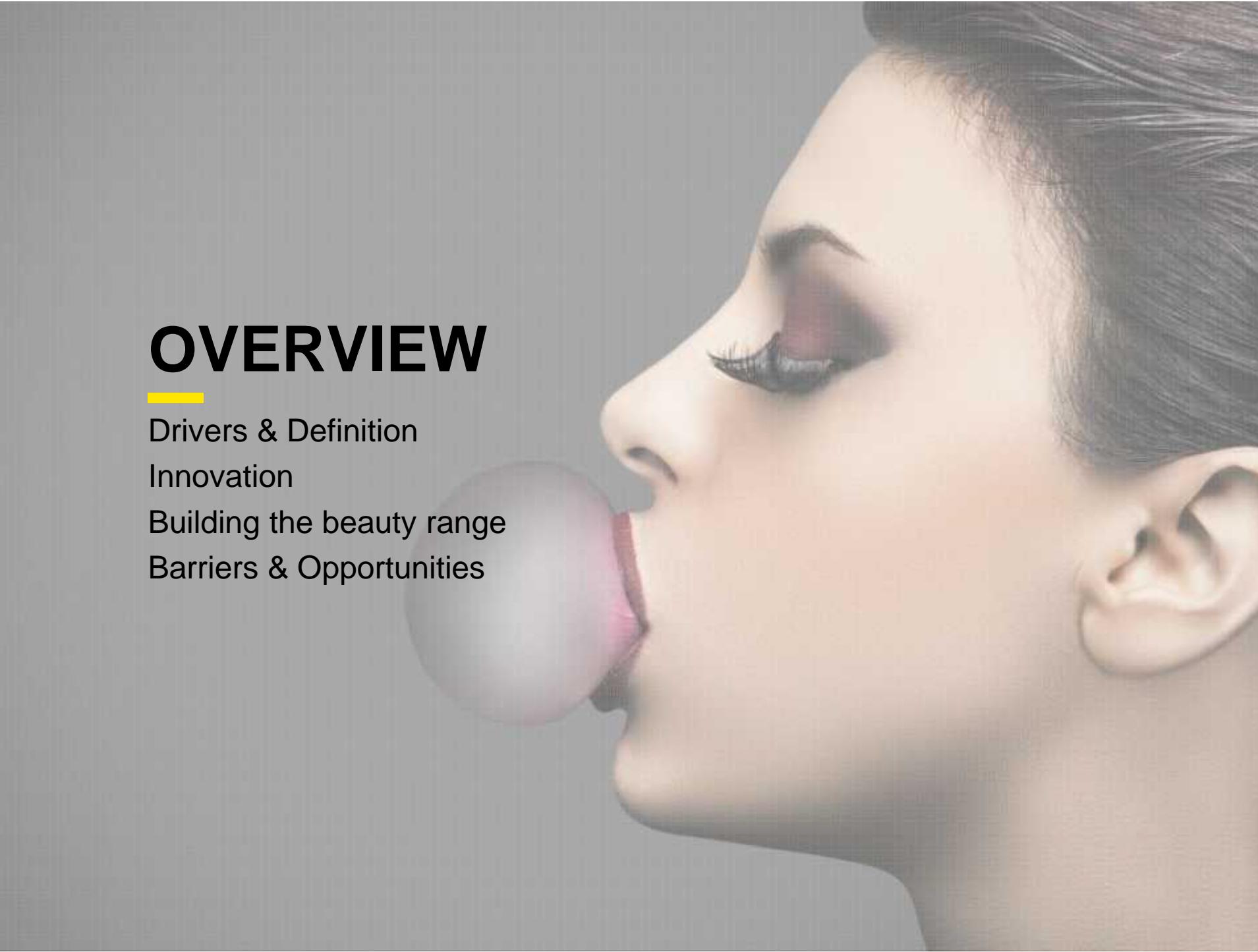
30,000 PRODUCTS ADDED MONTHLY

200 UNIQUE PACKAGING ATTRIBUTES

140 CLAIMS



OVERVIEW



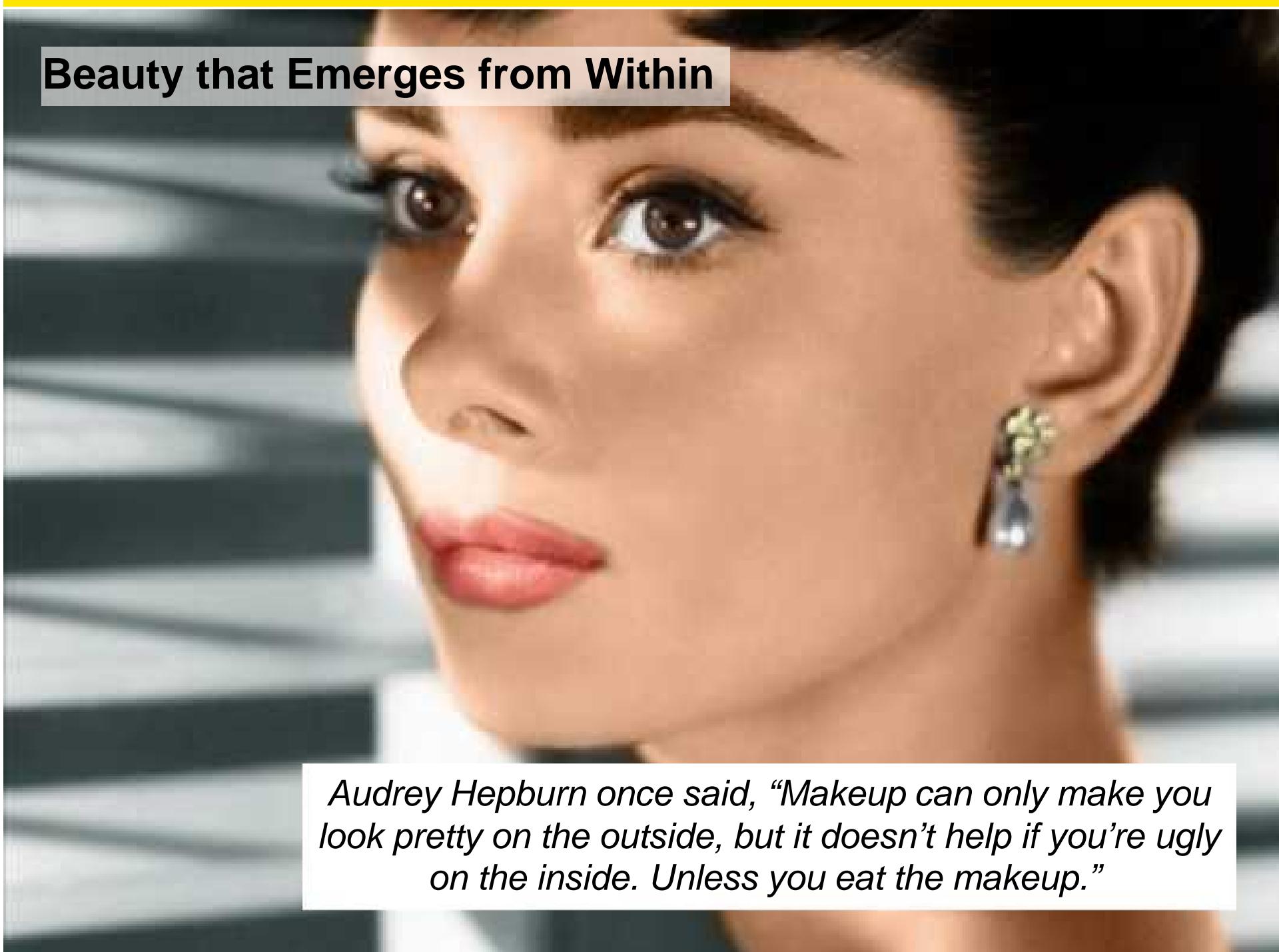
Drivers & Definition

Innovation

Building the beauty range

Barriers & Opportunities

Beauty that Emerges from Within



Audrey Hepburn once said, “Makeup can only make you look pretty on the outside, but it doesn’t help if you’re ugly on the inside. Unless you eat the makeup.”

BEAUTY FOOD

How to Get the Glow from Within



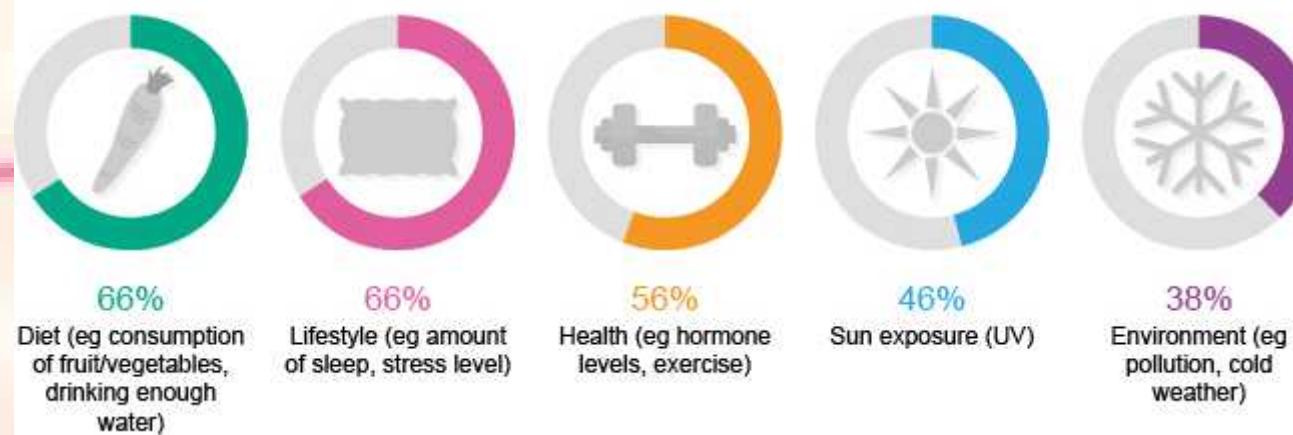
MINTEL

The Need for Ingestible Beauty

UK, top 5 factors influencing the appearance of facial skin, May 2015

Base: 1,016 female internet users aged 16+

Source: Lightspeed GMI/Mintel



The Need for Ingestible Beauty

Beauty Foods has seen skincare products move towards functional food and drink formats with beauty boosting ingredients promoting an 'inside out' approach to beauty.

30%

Of UK consumers agree that applying vitamins on the skin or hair isn't as effective as taking them orally

67%

of Chinese consumers retain their belief in food therapy instead of taking oral cosmetics supplement.

77%

Of UK adults consume at least one type of functional food and drink

Source: Mintel Reports– Vitamins and Supplements – UK, September 2013
Consumer Attitudes towards Functional Food and Drink – UK, February 2013
Facial Skincare - China - August 2014

'Beauty from within' is an appealing concept

Appearance and the pursuit of agelessness are of **key importance** to significant proportions of consumers across the global market, women in particular.

This translates not only to **increased spending** on beauty and personal care as well as beauty supplements but also to **growing interest** in functional food and drinks making beauty claims.

The merging of intensive skin care and healthy nutrition is becoming increasingly commonplace as the idea of enhancing appearance through one's diet is gaining widespread acceptance.

Global food and drink launches making the 'beauty' claim*, by top categories, December 2013 - November 2014

*Beauty Benefits & Beauty Enhancing

Source: Mintel GNPD

% of launches

24%



Hot Beverages

11%



Juice Drinks

8%



Snacks

8%



Dairy

8%



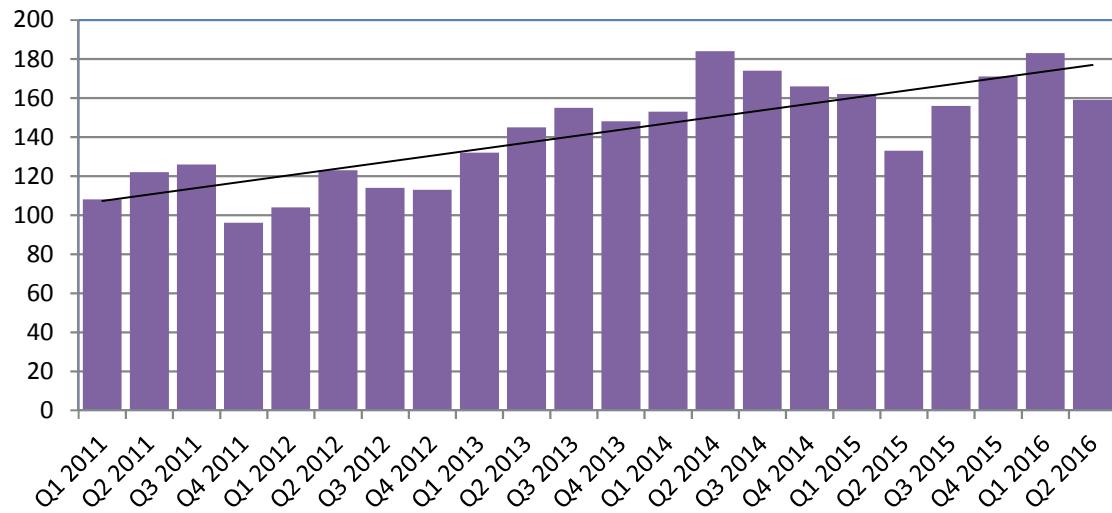
Other Beverages

MINTEL



Growth Of “Beauty from Inside”

Beauty Claims, Food & Drinks Launches Global
(New product launches Jan2011 - Jun2016)



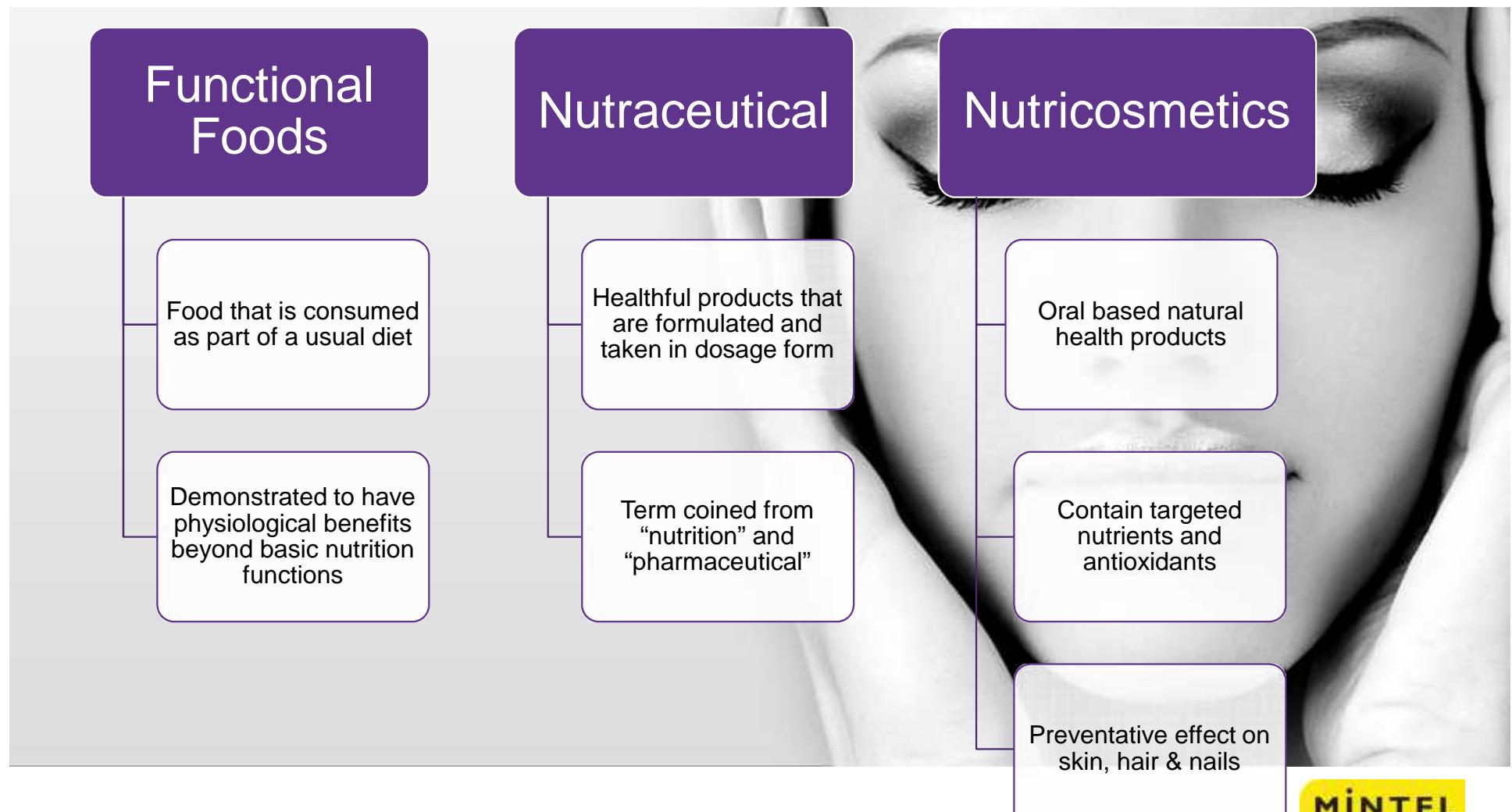
FACTORS FOR GROWTH

- Increase in aging population
- More attractive
- Concerns over beauty are increasing
- Consumers are looking for convenient solutions
- Lifestyle changes

GROWING CONSUMER NEED

- 72% of women who buy natural and organic beauty products believe in the concept of “beauty from within.”

Classification



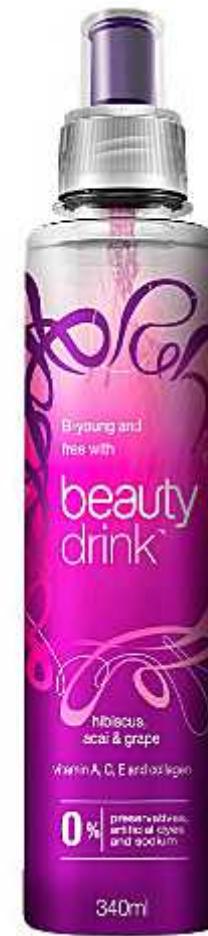
Examples



Functional Food



Nutraceutical



Nutricosmetic

MINTEL

Formats



Leading Format: Tablets



Softgels



Powders



Jelly



Niche Format

Asia leads the Way

Launch of food and drink products with a 'beauty' claim by region, Nov 2013 - Oct 2014

Source: Mintel GNPD



Beauty Vege Acai
Smoothie with Berry
Flavour



Beauty Balance
Drink with Vitamin A

MINTEL

The Korean Skincare Regime



Why Asia?



Greater understanding and practice of the connection between diet and health / skin

The practice of traditional medicine

A culture of traditional herbal medicines

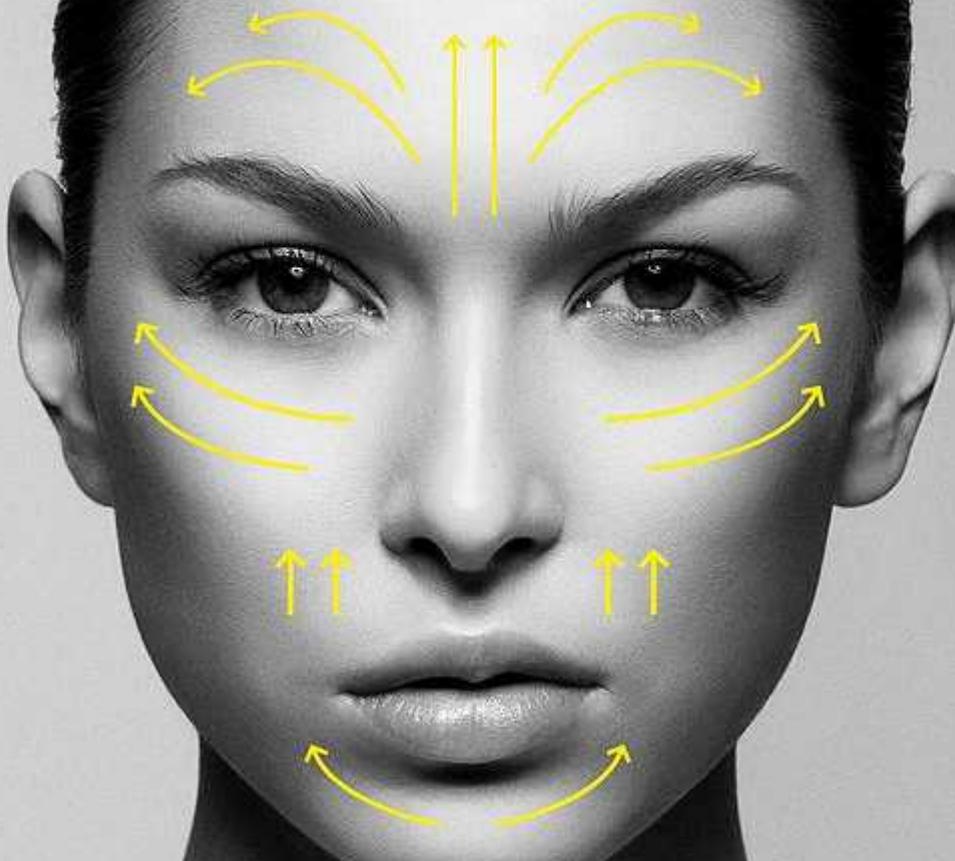
Investment in research

MINTEL

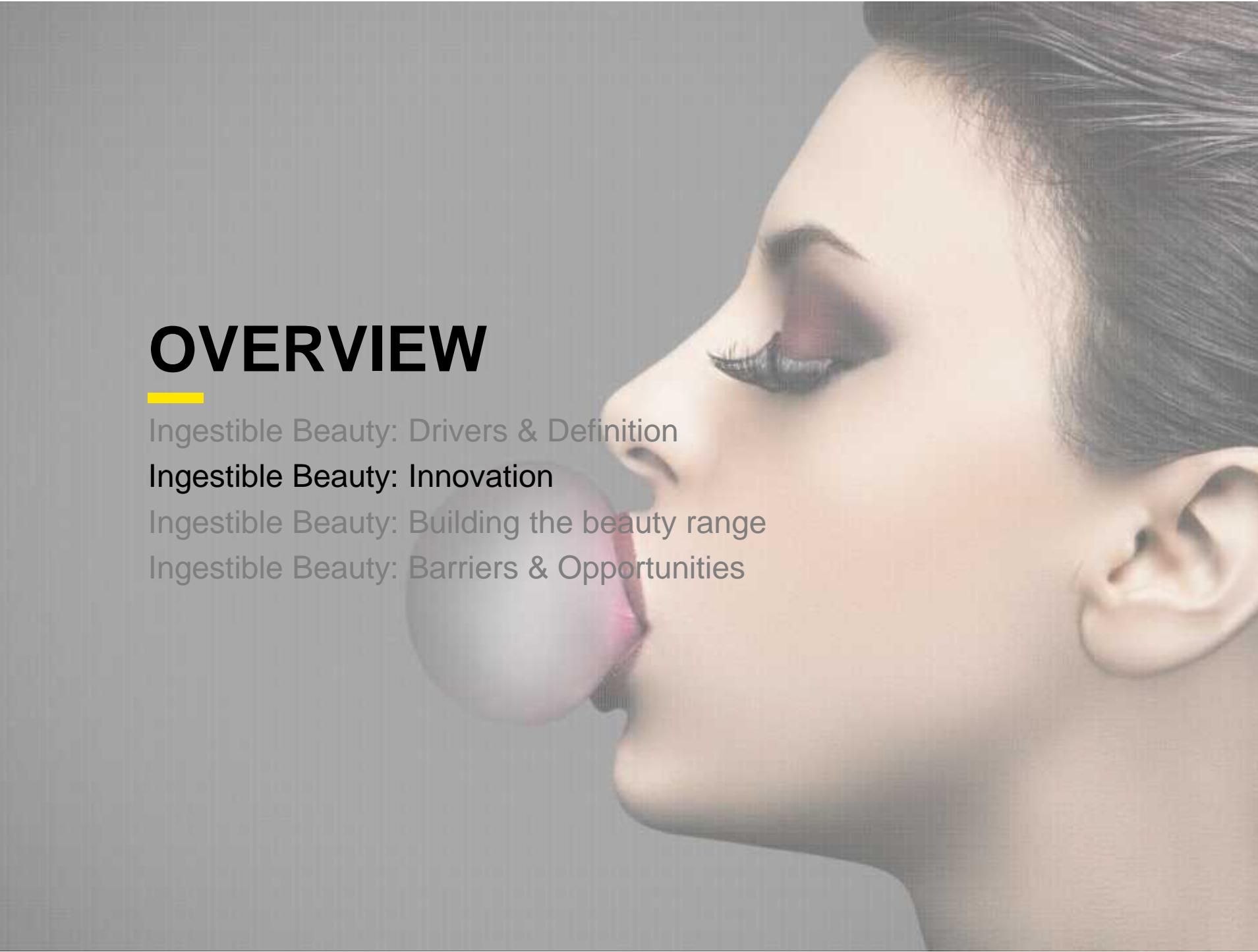
Not always Ingestible

Spa Junkie

FACE GYM



OVERVIEW



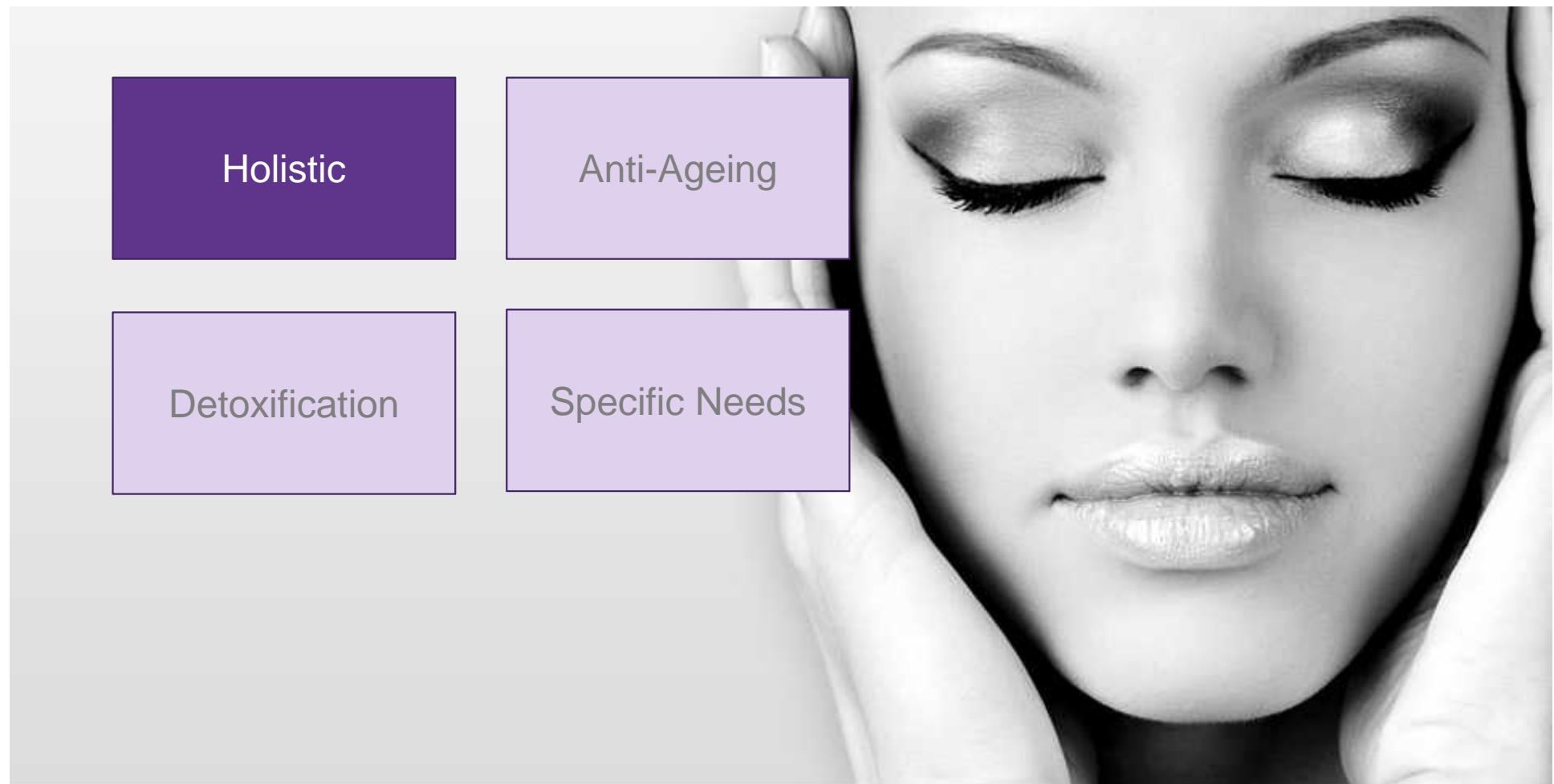
Ingestible Beauty: Drivers & Definition

Ingestible Beauty: Innovation

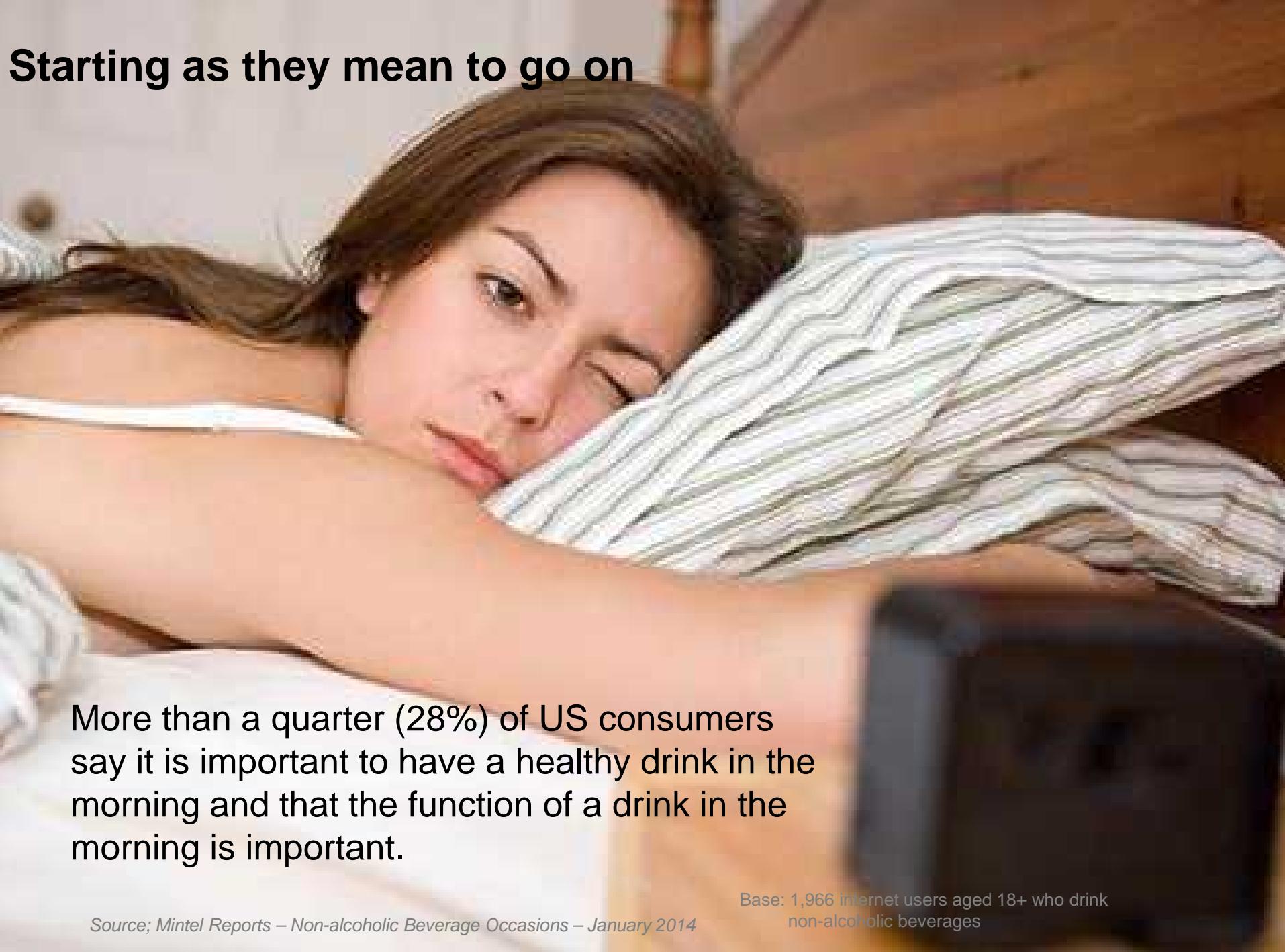
Ingestible Beauty: Building the beauty range

Ingestible Beauty: Barriers & Opportunities

Innovation



Starting as they mean to go on

A photograph of a woman with brown hair, wearing a white top, lying in bed. She is resting her head on her hand and looking directly at the camera with a neutral expression. The background shows a wooden headboard and some pillows.

More than a quarter (28%) of US consumers say it is important to have a healthy drink in the morning and that the function of a drink in the morning is important.

Source: Mintel Reports – Non-alcoholic Beverage Occasions – January 2014

Base: 1,966 internet users aged 18+ who drink non-alcoholic beverages

The beauty power of antioxidants

Consumption of antioxidants has long been associated with beauty benefits, combatting free-radical damage that is responsible for the visible (and hidden) signs of aging, they also enhance the effectiveness of sunscreens in preventing sun damage.

“The Antioxidant Power of Pomegranate Juice”

Strong defense against many signs of aging, such as:

- Wrinkles
- Dullness
- Discoloration



Source: POM Wonderful



Consumer acceptance of antioxidant-rich berries



RED DATES (JUJUBES)

Zizyphus jujuba, used in Traditional Chinese Medicine, and also consumed in India and Korea, has been cultivated for over 4,000 years, and there are over 400 different jujube varieties and they have multiple nutrients, including magnesium, potassium, copper, niacin, calcium, manganese, amino acids, phosphorus, free radicals, iron, and more Vitamin C than citrus fruits.

Claimed Beauty Benefits

- Diminish wrinkles
- Relieve dry skin
- Treat sunburn pain.



Bite-sized jujubes coated in real milk chocolate

MINTEL

SMOOTHIES INCREASING IN POPULARITY



In 2014 about **60%** of frozen fruit purchased **went into smoothies**, up from about 21% in 2006.



WORTH DOING, WORTH INSTAGRAMMING



In Australia

\$14.95



\$15



MINTEL

AUSTRALIANS DRINKING LESS JUICE, EATING LESS FRUIT



93% of Australian **adults** and
81% of **children** do not meet their
daily fruit recommendations.



News Alert

August 26, 2015

Gosh, now the fruit juice industry is pulling out dodgy tactics...

CSIRO and Fruit Juice Australia suggest fruit juice can be counted as a serve of fruit now. As long as it's occasional. And less than half a cup. Whaaaaat?



NTEL

Brazil: a juicy success story

Skeptical consumers, low consumption, but fastest growing for beauty claims in juice



"The juice detox **can help your body protect itself from toxins** to which we are exposed daily for food and water we eat and even the air we breathe."

Highlights the nutritional benefits of each vegetable included in mix.



"Collagen is produced naturally by the body but studies show that from the age of 30, the body suffers an annual loss of this protein, around 1%. In order to achieve silky hair, fed and bright, as well as soft and firm skin is critical daily intake of hydrolyzed collagen, which provides amino acids that contribute in moisturizing the epidermis, forming the fibers that support the skin, to **assist in reduction of fine wrinkles**".



"An inositol based drink with collagen and juices of apple, green grape, kiwi, cabbage, spinach and ginger. **Provides 2g collagen**, a protein that is **essential for the firmness and elasticity** of the skin, and contains green tea which is a powerful antioxidant and an excellent detox"

MINTEL

A MIXED STORY FOR FUNCTIONAL WATER



Source: Mintel CDM Presentations – Functional & Fortified Water – US – September 2014

FAT Water



[Home](#) · [Coffee & Drinks](#) · [FATwater](#)



| | | | |
|---|---|--|--|
| <p>OUT OF STOCK</p> <p>NOW!</p> <p>FAT WATER CONCENTRATE</p> <p>BERRY</p> <p>16 - 15ml Pouches, Total Net 240 ml</p> <p>200G Glycerides FUELE, FRUIT ACIDS, PALEO, ULTRA-FRESH</p> | <p>OUT OF STOCK</p> <p>NOW!</p> <p>FAT WATER CONCENTRATE</p> <p>LEMON</p> <p>16 - 15ml Pouches, Total Net 240 ml</p> <p>200G Glycerides FUELE, FRUIT ACIDS, PALEO, ULTRA-FRESH</p> | <p>OUT OF STOCK</p> <p>NOW!</p> <p>FAT WATER CONCENTRATE</p> <p>ORANGE</p> <p>16 - 15ml Pouches, Total Net 240 ml</p> <p>200G Glycerides FUELE, FRUIT ACIDS, PALEO, ULTRA-FRESH</p> | <p>OUT OF STOCK</p> <p>NOW!</p> <p>FAT WATER CONCENTRATE</p> <p>UNFLAVORED</p> <p>16 - 15ml Pouches, Total Net 240 ml</p> <p>200G Glycerides FUELE, FRUIT ACIDS, PALEO, ULTRA-FRESH</p> |
|---|---|--|--|

FATwater Berry Concentrate
15ml Pack, 16 CL.
\$29.95

FATwater Lemon Concentrate
15ml Pack, 16 CL.
\$29.95

FATwater Orange Concentrate
15ml Pack, 16 CL.
\$29.95

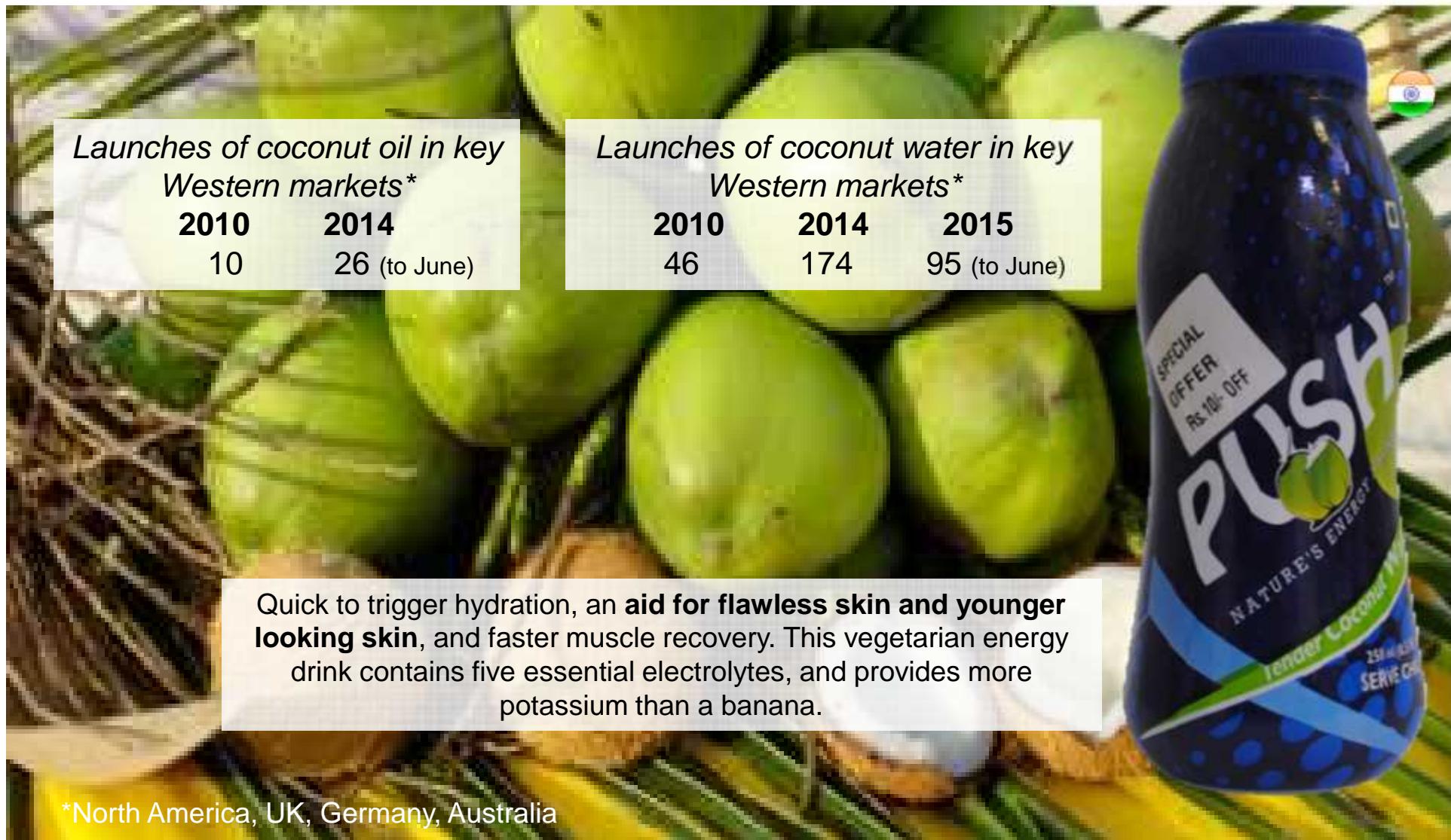
FATwater Unflavored
Concentrate 15ml Pack, 16 CL.
\$29.95

FATwater is a different type of hydration using the most valuable
Medium Chain Triglycerides (MCTs) found in coconut oil.



Coconut water promoting beauty

Coconut palm is also known as the Tree of Life in Indonesia and the Philippines, with high levels of good fats, potassium, magnesium, zinc and iron, vitamins B1, B2, B3 and B6.



Plant water: the next coconut water?

Bamboo, Maple Sap waters tipped to be next big thing in hydration and beauty drinks.



MAPLE SAP

- Relatable
- Hydration Benefits
- Low Calorie
- Smaller carbon footprint than coconut water

Manganese, a trace mineral important for bone health, nerve function, and even fat and carbohydrate metabolism.



BAMBOO WATER

- Natural (short ingredient list),
- Minimal processing
- Exotic, unique appeal
- Low-calorie
- Hydration

Silica for connective tissues, bones, teeth, skin, glands and organs, it is also a major constituent of collagen found in skin.

Beauty confectionery

Beauty sweets contain fruit juice and real fruit juice with a combination of the antioxidant co-enzyme Q10, aloe vera and collagen that imparts beauty benefits



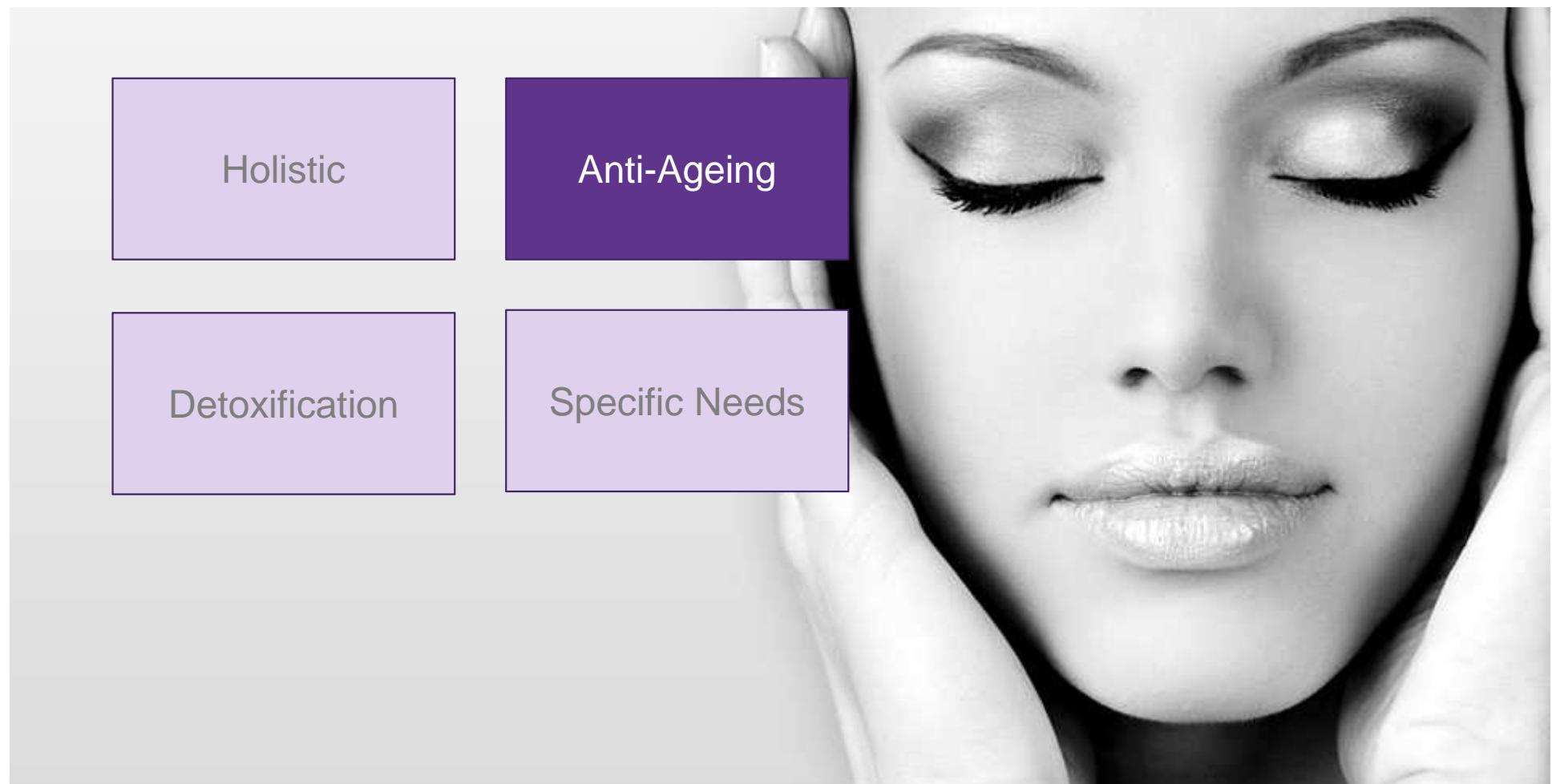
Beauty in a snack

Wel-B: All-natural snack is a good source of vitamin B2, calcium and potassium, which are good for the eyes and the skin.



MINTEL

Innovation



Holistic

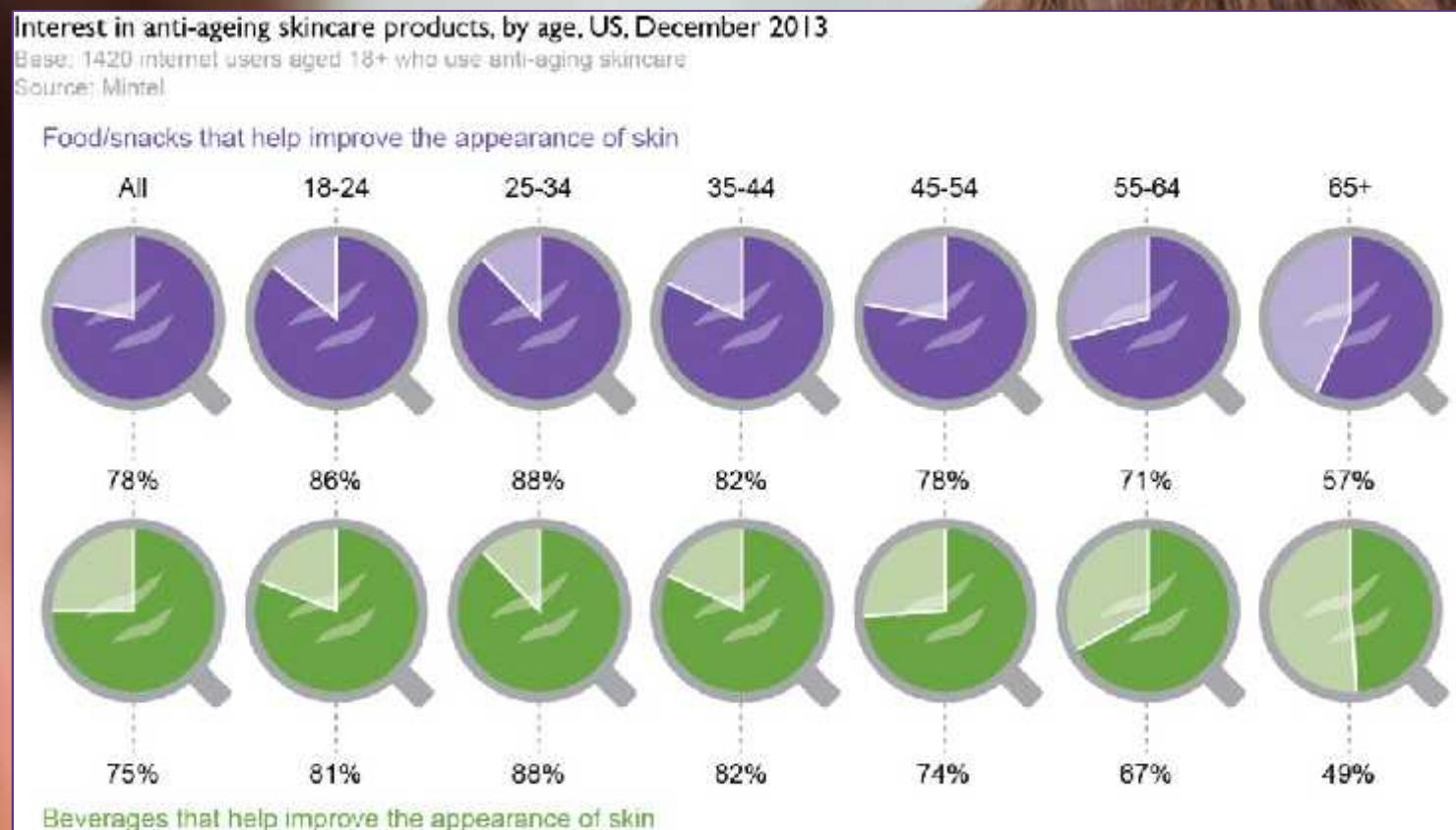
Anti-Ageing

Detoxification

Specific Needs

Diet A Major Consideration For Preventing Ageing

- **75%** of US consumers who use anti-ageing skincare products would be interested in beverages that help improve the appearance of their skin



US consumers concerned about aging are taking proactive steps to prevent the signs of aging, such as watching their diet (42%) or taking vitamins and supplements (57%).

Collagen Beer

“Guys can tell if a girl is taking collagen or not”



Collagen For Men: Mansome Thailand



น้ำรสองุ่น 10% พลัมคอลลาเจน วิตามินซี และซิงค์ ตราแม่นชั่ง มาตรฐาน พอ. 2757/2558

MANSOME PRODUCT

Manly drinks That is a Care

Exclusive recipe To help revitalize the skin of men quench your thirst with a delicious mixture of fruit juice.

MANSOME BENEFIT

Take care of yourself every day to look good every day.

Romantic interludes are nutrients that are beneficial. Men's suits and concentration Collagen up to 2000 mg / vial, vitamin C and zinc.

MINTEL

Singapore's #1 Collagen Drink

Kinohimitsu J'pan Beauty Drink has 2,500 mg of collagen per serving. Kinohimitsu J'pan Beauty Drink provides a boost of nutrients and collagen to reactivate youthful vitality to your entire body in just **6 days.**

- Perilla Seed Extract enhances the absorption levels of your skin cells, and is rich in protein and amino acids.
- Silk Protein peptide locks in moisture and hydrates for up to 20 hours.
- Soy Isoflavone does double duty, boosting the production of collagen and elastin, and controls melanin production to prevent hyperpigmentation.
- Apple, lemon and lychee juices also help lighten skin with Malic Acid and Vitamin C.



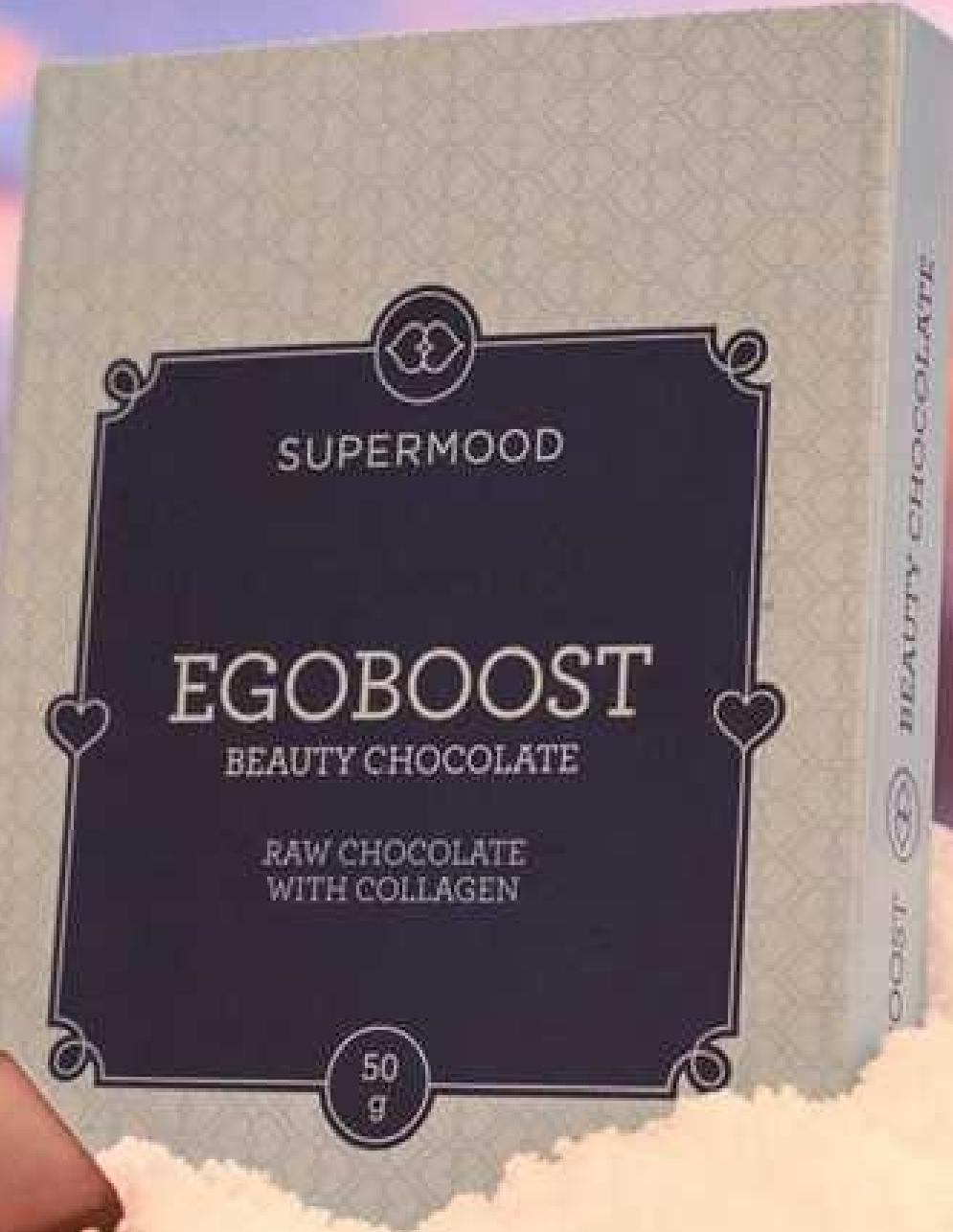
Having these problems?



Russian influence

Supermood (Finland)

Chaga mushroom extract
Russian folk medicine



Collagen & Vitamin C

Functional Beauty Drink



"Compared to traditional beauty care products that don't penetrate deeply into the skin, OCÒO supplies the deepest layers of your skin with a proper daily dose of nutrients from the inside. Drink up!"



OCÒO

Bird's Nest

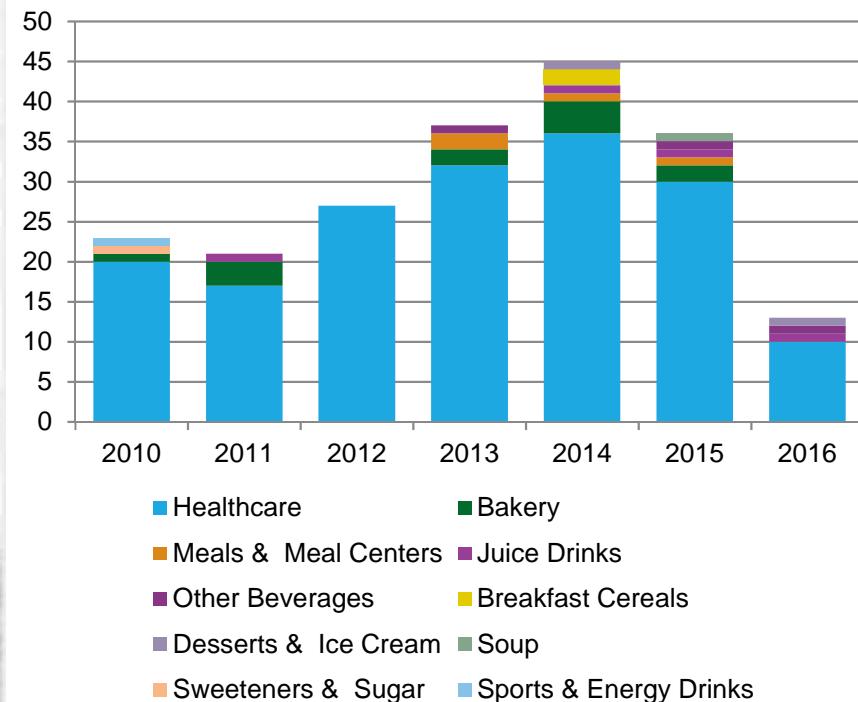
Authentic bird's nest is made using the nests of the swiftlet, a tiny bird found throughout southeast Asia. Instead of twigs and straw, swiftlets makes its nest from strands of its own gummy saliva, which hardens when exposed to air.



Claimed Beauty Benefits

- Cell regeneration
- Increases collagen synthesis
- Keeps skin luminous.

Bird's Nest usage in Global NPD, Jan2010-June2016



MINTEL

Claim Restrictions: Learning From Europe

European Food Safety Authority (EFSA) has not approved any functional beauty claims for collagen, has ruled that manufacturers cannot associate the ingredient with maintaining the structure and elasticity of the skin as there is a lack of scientific evidence to prove the claim. Niacin, Biotin approved.

Divas Green Lemon & Pomelo Vitamin Water



Fortified with vitamins **and L-carnitine**, contains **vitamins C, B6, B12, folic acid, niacin** and **pantothenic acid**. Niacin is said to contribute to the proper functioning of the psyche and maintaining healthy skin.

France

Vitamizu Complete Raspberry and Acai Vitamin Drink



Made with **natural mineral water** and enriched with **a complete set of B vitamins, including vitamin B3, B5, B6, B7, B9, and B12**, to help support metabolism and **enzymes function**; and **zinc**, to improve the efficiency of intellectual system and provide a **positive effect on the skin**.

Oshee Vitamin H2O Lime, Lemon & Lemongrass Flavoured Pink Collagen + Vitamins Water



Contains **niacin** to help reduce tiredness and fatigue, **L-carnitine** which increases the ability of the muscle tissue to perform during physical efforts, and **biotin** to help maintain healthy hair and skin.

Moisturiser in a drink



Fountain is a
beauty supplement



THE MOLECULES

WHERE TO BUY

MEDIA

TERMS

CONTACT



EXPLORE OUR RANGE OF
liquid supplements

FREE
STANDARD SHIPPING
WORLDWIDE



THE GLOW MOLECULE

LOOK GOOD MOLECULE

75.00 AUD

BUY

THE BEAUTY MOLECULE

LOOK GOOD MOLECULE

60.00 AUD

BUY

WATCH VIDEO

THE BEAUTY MOLECULE EXTRA STRENGTH

LOCK GOOD MOLECULE

136.00 AUD

BUY

It contains a high concentration of HA (Hyaluronic Molecule). The makers claim that because it's in liquid form the HA is able to absorb better and the added ginger speeds up absorption.

MINTEL

Mamma Chia: Beauty, holistic health

Claim restrictions spark creative ways to highlight beauty benefits in products



CHIA SEEDS

What chia seeds are: Small, black, tasteless seeds that offer a healthy dose of fiber, omega-3s, iron, calcium and essential fatty acids. One of the biggest kudos that antioxidant-rich chia repeatedly receives is its ability to fight inflammation. When internal inflammation levels are reduced, premature aging is decreased (inflammation is a cause of aging and wrinkles). "Chia is great. It can be used for added endurance to provide energy to the body to remove harmful toxins," says Reno. In fact, Aztec warriors were said to eat the seeds before fighting in war because they increase muscle hydration and slow down the rate at which carbohydrates are burned for long-lasting energy. Besides that, chia is full of essential omegas and fatty acids—as much, if not more than a serving of salmon—to promote healthy hair and nail growth and glowing skin.



MINTEL



ANTI-AGEING ICED TEA

Blends finely ground Japanese green tea from Kagoshima and spring water from Kirishima National Park.

The 100% organic tea is said to be an antioxidant powerhouse containing 15 times more than wild blueberries, 50 times more than spinach, 70 times more than orange juice and 130 times more than regular tea. Claimed to burn fat four times faster, boost immunity, have anti-ageing properties, and to be an ideal detox agent.

MINTEL

Mineral Infused Blackwater

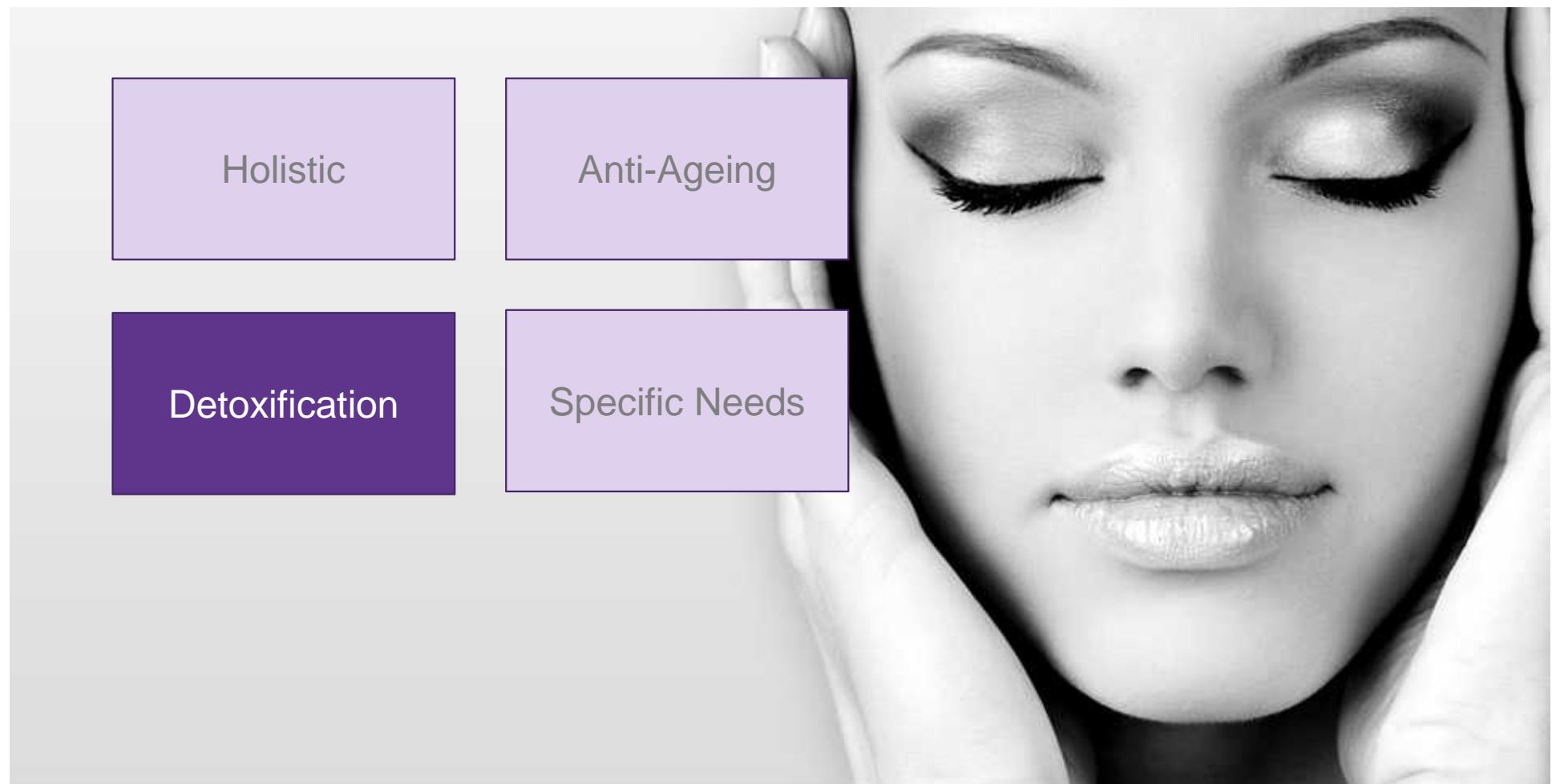


An advertisement for Trace Mineral Infused Blackwater. It features a black bottle of the product on the left, set against a background of a rocky mountain landscape. The main headline reads "SOMETHING IN THE WATER". Below it, a descriptive text states: "Trace is pure Rocky Mountain spring water enhanced with fulvic and humic minerals. The mineral infusion naturally turns the water black, while making it +pH balancing and full of electrolytes and vital nutrients." At the bottom, there are two images: one showing a person running on a trail and another showing a snowy mountain landscape.

A graphic showing five benefits of Trace water, each with an icon and text: MINERAL RICH HYDRATION (blue water drop icon), BALANCING PH (scales icon), FULL OF ELECTROLYTES (lightning bolt icon), ZERO CALORIES (heart rate monitor icon), and SUGAR FREE (candy icon). Below this, a quote discusses the health benefits of minerals.

From great skin to a healthy metabolism, minerals support us from the ground up. Trace is the perfect way to not only stay hydrated, but also keep your body replenished.

Innovation



Holistic

Anti-Ageing

Detoxification

Specific Needs

Why detox?

- Beauty claims are notoriously difficult to prove, as they often require months or years to show a result. The detox emphasis on feeling lighter and healthier may be a more provable benefit, as it would be felt more quickly.
- Quick results have contributed to energy drinks being some of the most successful functional products globally.



Detox Teas: Beauty Benefits, Terminology



The very first BB tea,
a beauty beverage for your skin!

BB Detox, a beauty beverage with green tea,
mate and a hint of grapefruit,
perfect for a beautiful skin.

DISCOVER NOW



Charcoal Juice

“Activated Lemonade” to support healthy skin

“Activated Greens” for anti-aging effect

Activated Protein” balance blood sugar

Charcoal and clay for detoxing



Soupologie checks into detox



UK chilled soup niche market player Soupologie has introduced Detox Boost soup ranges.



Leveraging functional detoxification positioning and links to tangible consumer benefits including weight loss, increased energy, improved concentration and clearer skin.

MINTEL

Anti-Inflammatory: Nutriceutical

Health is a feeling of youth.

Beauty is something that starts from within and works its way out. Beauty isn't something that can be defined in ordinary terms. Everyone wears his or her beauty differently. Youtheory products strive to guide consumers into the best possible version of their own personal beauty.



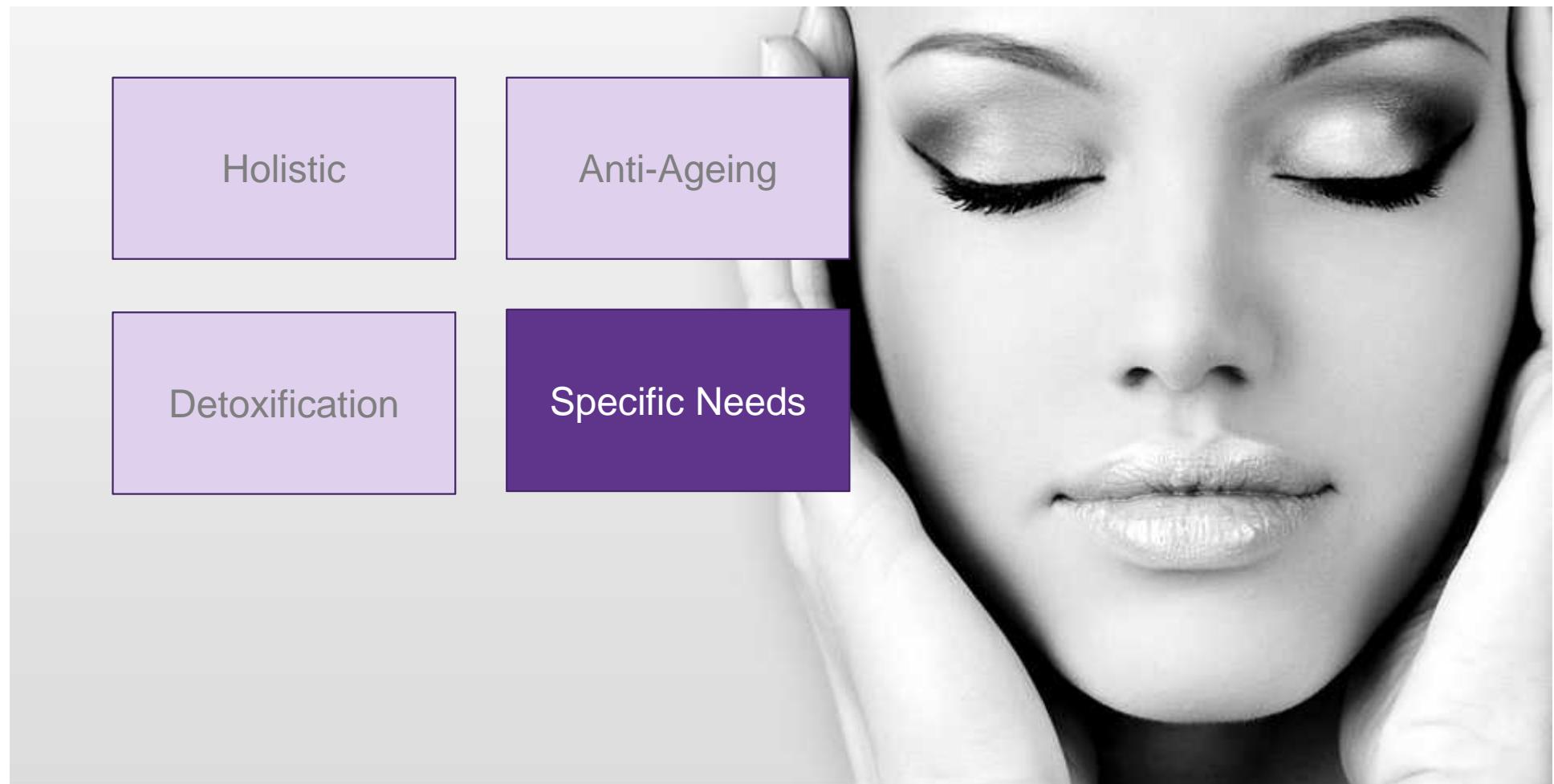
Anti-Inflammatory: Beverages



Traditionally used in curries and other Eastern dishes, turmeric is now finding its way into the West in beverages for health and beauty benefits.

MINTEL

Innovation



Holistic

Anti-Ageing

Detoxification

Specific Needs

Argan Oil, Q10 evolves from Beauty products to F&B



Cielo Orange Flavored Water with features 0% calories, can **help protect the skin**, and contains the **coenzyme Q10**, which, **protects cells from premature aging**.



Few edible oils attempt to target specific groups, as in the beauty sector. Flaxseed, olive, argan oils are **rich in anti-oxidants or polyphenols**, which have been positioned as having skin-enhancing benefits.



1 in 5 UK supplement consumers users (18%) said that they would be motivated to try a new product if it claimed to contain natural ingredients.

L-Glutathione For Skin Whitening

Supplement



Beverage



Injection



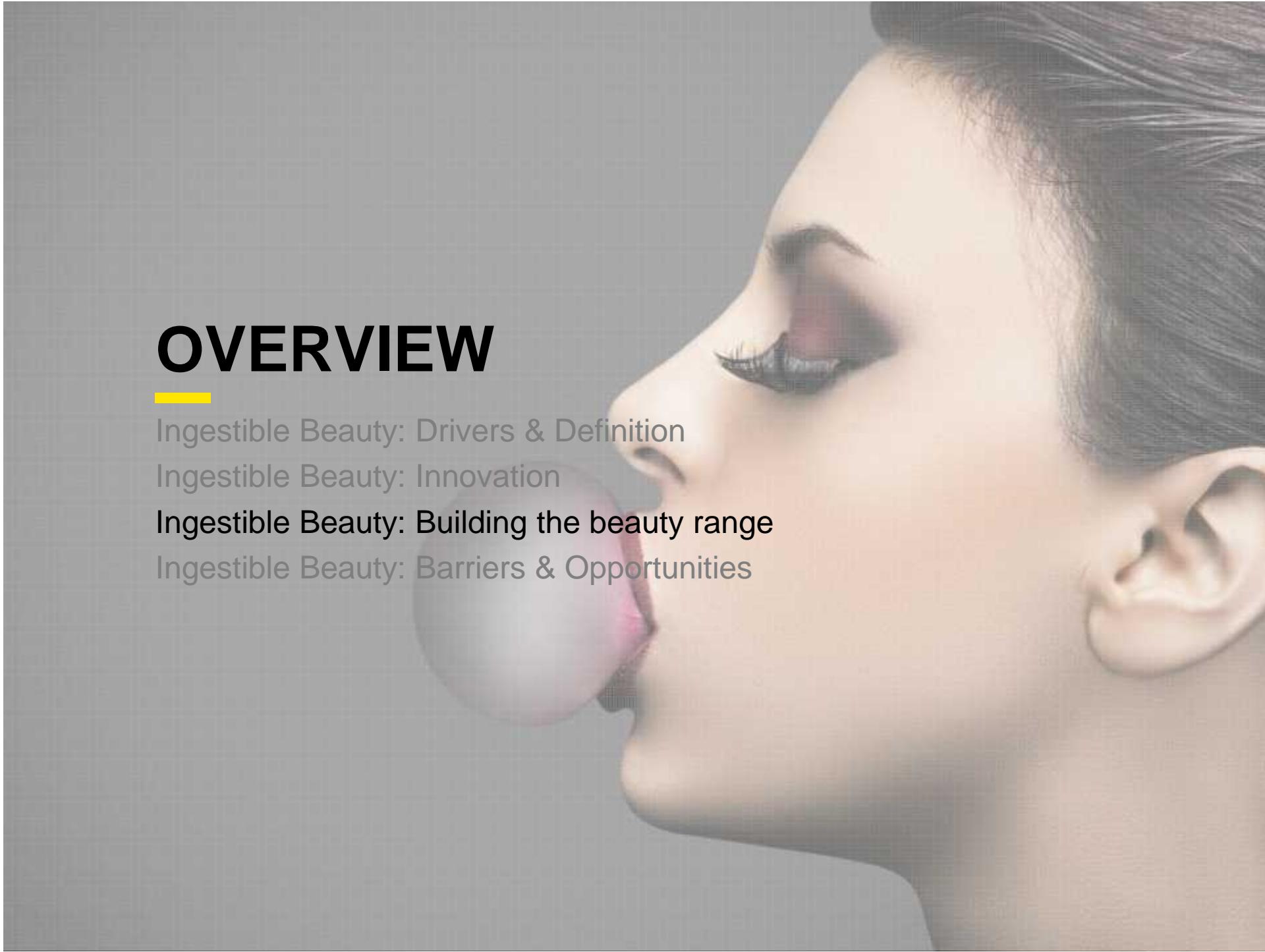
MINTEL

Edible Sun Care

Sun protection is evolving beyond topical applications into food and drinks. Sunlover from Brazil makes a drink containing beta carotene, vitamin A and amino acids, that claims to promote skin nourishment and provide a healthy complexion.



OVERVIEW



Ingestible Beauty: Drivers & Definition

Ingestible Beauty: Innovation

Ingestible Beauty: Building the beauty range

Ingestible Beauty: Barriers & Opportunities

Building the beauty range

With the continued growth of beauty products entering the global market, those players already in the functional food or supplement market are exploring how products with beauty benefits can naturally fit into their range.

Two innovation paths

Brands with an existing functional range adding beauty benefits to their line-up

Brands already in the beauty space jumping category boundaries

New Moon enters beauty



- New Moon, a heritage Singaporean brand famous for their canned abalone and other seafood, moved into the beauty market in 2015 launching two products:
 - Inner Radiance Collagen Drink
 - Inner Radiance Collagen Powder
- The products contain high levels of collagen peptides and are said to improve the elasticity and appearance of skin, with the single dose drink also claiming whitening benefits.



Marine beauty in single dose

- THALGO offers a complete skincare range addressing all individual beauty concerns including: hydration, contouring, anti-aging, rebalancing, sensitivity, and pigmentation.
- Known for face and body care, with skincare, makeup
- A booster drink was launched in July 2015 which contains 5000mg of marine collagen which has been clinically tested to be effective in reducing and preventing wrinkles.



This is a promotional graphic for THALGO. On the left, there are three circular frames containing images of marine life: a large blue sphere, a white coral branch, and a blue starfish. In the center, the brand name "THALGO" is written in a large, white, serif font, with "LA BEAUTE MARINE" in a smaller, white, sans-serif font underneath. To the right, there is a stylized "50" with "YEARS" written vertically through it, and the years "1964 - 2014" at the bottom. Below this, there is a white horizontal bar containing three small THALGO skincare products: a clear bottle, a blue jar, and a white tube.

Promotional tie-ins

ULTIMUNE
Drink Up. Light Up.

红妍肌活 喝出美丽的果汁



38 RMB
Ends MAY 31st

wagas × SHISEIDO

共同推出限量版「美颜健康饮」

凭WAGAS收银条，当日前往SHISEIDO专柜领取红妍肌活精华露体验装。

Two samples of Ultimune Power Lifting Concentrate are available in Shiseido counter upon purchase of Ultimune juice.

同时关注双方微信号，领集点好礼！
一日有惊喜



Shiseido



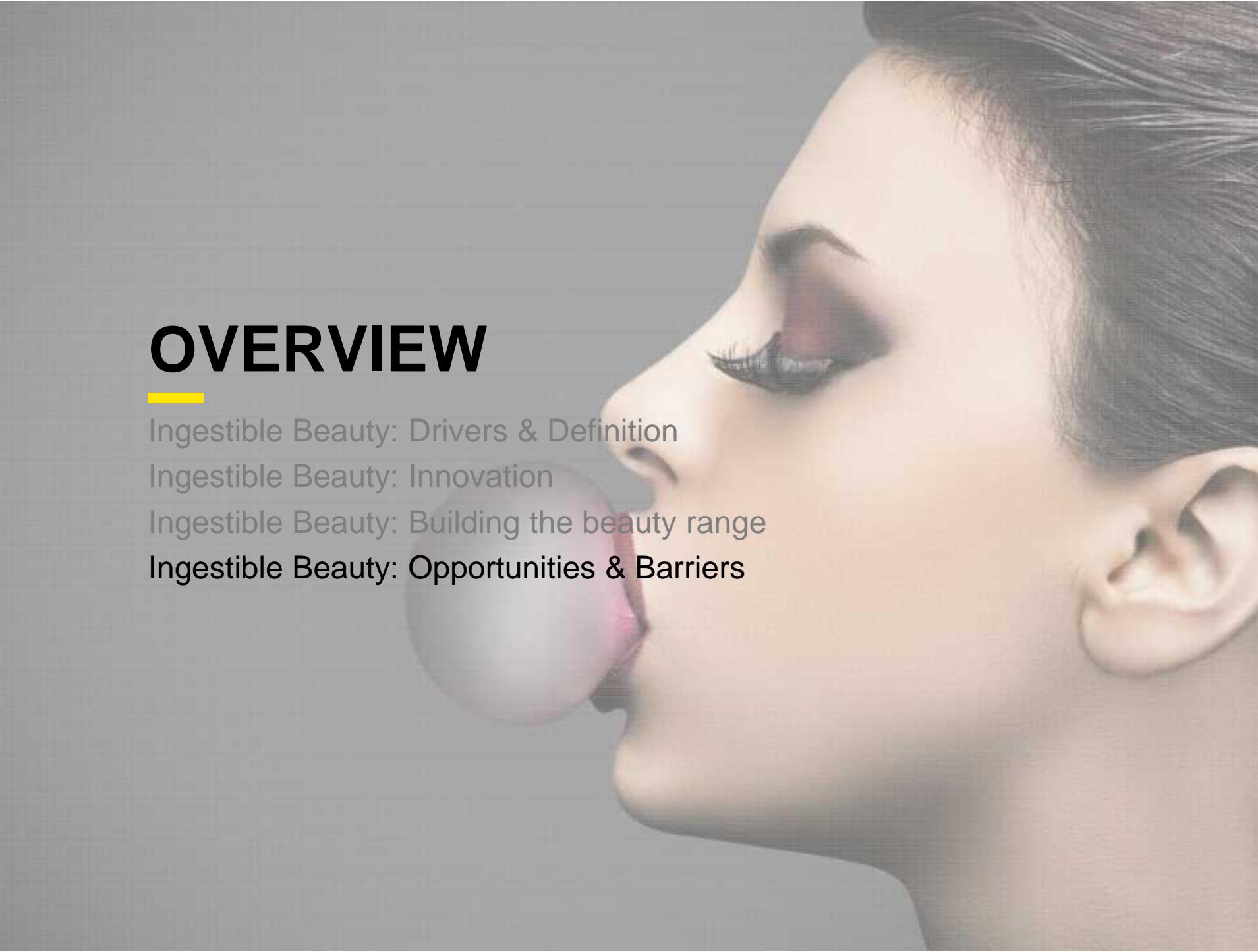
Shisedo and Chinese food chain co-operation WAGAS

Juice sold in store to promote Ultimate Power range

Target: modern urban females



OVERVIEW



Ingestible Beauty: Drivers & Definition

Ingestible Beauty: Innovation

Ingestible Beauty: Building the beauty range

Ingestible Beauty: Opportunities & Barriers

Barriers

- Consumer awareness
- Consumer scepticism
- Innovation
- Time of benefits



MINTEL

Barriers

| | |
|----------------------------|---|
| Consumer Awareness | <ul style="list-style-type: none">• Consumer confusion regarding which products to buy and why• Lack of ingredient knowledge |
| Consumer Scepticism | <ul style="list-style-type: none">• Product efficiency scepticism• Clearly documented and independent scientific research findings should be publicised• Results validation |
| Innovation | <ul style="list-style-type: none">• Lack of clear regulations for production, promotion and categorisation of nutricosmetics• Difficulty in producing edible cosmetics that have good taste sensations, product benefits and stability |
| Time of Benefits | <ul style="list-style-type: none">• Nutricosmetics benefits are not instant• Consumers are used to instant gratification, beauty rituals• Challenge: leading consumers to adopt nutricosmetic regime where they believe the result will occur |



MINTEL

What Does This Mean For Australia & New Zealand?



Established trends in Asia haven't made their way here yet i.e collagen



Potential to target Asian consumers living in ANZ.



Regulatory Restrictions -learnings from Europe



Natural



Detox

Thank You, Get In Touch



Justin Nel

Key Account Director – Australia & New Zealand

Direct: +61 2 8284 8113

Mobile: +614 5000 5290

jnel@mintel.com



© 2014 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

mintel.com

WHAT'S NEXT? Ingredients provide dual functionality

- **Turmeric:** The spice provides vibrant color, but also contains beneficial curcuminoids. Turmeric has been growing in popularity due to links with protection against various cancers, Alzheimer's disease, heart failure, diabetes and arthritis. Recent products also are touting turmeric's ability to help with post-exercise recovery.
- **Purple Corn:** The latest addition to the Peruvian superfood family is purple corn. The plant gets its deep, rich purple color from anthocyanins, which are part of the sought-after ingredient group of antioxidants.
- **Beta-carotene:** A pigment found in plants that gives carrots, squash and other yellow and orange fruits and vegetables their rich hues. Beta-carotene is an abundant source of provitamin A, an antioxidant that protects the body from free radicals. It's also used to color margarine and bakery items, an application where it has been shown to be stable at high temperatures.

Source: Mintel Food & Drink Food Science articles

WHAT'S NEXT? Researching the next generation of functional ingredients

Black currant

New Zealand research finds that **a specific variety of the sour superfood, the Blackadder, can lead to increased mental performance, mood, attention span and accuracy.** This could make the fruit useful in addressing mental decline. In addition, black currants are considered to be a provider of color and have anti-inflammatory effects, strengthen the gums and soothe a sore throat.

Kiwi

New Zealand researchers have concluded that **consuming supplements containing Actazin or Gold kiwifruit-derived ingredients may help with bowel function, potentially helping people who have IBS.** The kiwifruit is a good natural source of Vitamins C and E, potassium, antioxidants and the kiwi-unique enzyme Actinidin that is regarded as helpful with digestive health.

Onions

Onions are rich in sulphur-containing compounds and outstanding sources of polyphenols, including quercetin. The ingredient acts like an antihistamine and an anti-inflammatory, and may help protect against heart disease and cancer. It can also **help stabilize the cells that release histamine in the body and thereby have an anti-inflammatory effect.**