

Debra Atlas: Drink it in: Better skin, hair, nails and muscles

Staff Reports

Sunday, May 23, 2010

A New York celebrity plastic surgeon and a chemist have developed a drinkable beauty supplement touted to improve skin, hair and nails.

BeautyScoop, a powder you can add to hot or cold drinks, is a supplement containing natural peptides and lipids.

Peptides are proteins that help build skin, hair, nails and muscles. Lipids are oils rich in Omega-3.

BeautyScoop has no artificial flavors, colors, preservatives or sweeteners. It's wheat- and gluten-free, has no transfat, caffeine or any drug-like herbal ingredients.

BeautyScoop's powdered formula contains whey protein and common vitamins and additives like magnesium and vitamin E. Almost all ingredients — including safflower oil and soy — are from the U.S., said Dr. Michelle Yagoda, co-developer and co-founder of Beauty Scoop's manufacturer Opus Skincare LLC. The only non-U.S. ingredients are Canadian canola flower and South American vanilla orchid, which gives it a mild flavor.

Yagoda says real beauty is more than the sum of exercise, nutrition, reduced stress or a good profile.

"There's an inner radiance and healthiness," she said.

Her partner, Dr. Eugene Gans, a chemist who holds patents on products such as Dayquil, Nyquil and Pantene, also concluded topical products only cover up damage instead of repairing or healing it.

BeautyScoop's demographics keep expanding. Men ages 55 to 75 love the product, Yagoda said, because it helps get rid of nail ridges — a sign of aging, especially in men.

Young women "love that it enhances hair, skin and nails," Yagoda said.

BeautyScoop comes in individual packets and canisters. Mix one serving in 4 to 8 ounces of your favorite drink — water, tea, coffee, a milkshake.

BeautyScoop is available at doctors' offices and spas and online at www.beautyscoop.com.

Normally \$95 for a 21-day supply, readers who purchase over \$70 worth of product can get a 10 percent discount between now and June 30 by going to www.beautyscoop.com and entering the code "D10A30."

An environmental writer and blogger, Debra Atlas is reachable at debraatlas@gmail.com or throughenvirothink.greenpress.com. Or catch Eco Trends on KSHA at 3:20 p.m. on Tuesdays and Thursdays.



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