

## CASE STUDY: All Beauty Water

Skin Revitalization— from the Inside Out  
*'All Beauty water delivers hydration along with a healthful dose of nutrients.'*

The product contains vitamins A, C, D, B6, B12, biotin, selenium, green tea extract, calcium and zinc.



Jeremy Kerstetter

The formula is said to contain eight “skin vitamins” and seven “skin nutrients” per serving. The zero-calorie, sugar-free concoction includes an assortment of vitamins, minerals and antioxidants that were all selected based on research showing their own positive effects on skin. See

## No Sugar Wanted...or Added

Ms. Varlet's concept got its start in school. While studying for her MBA from Columbia University, she listened to her classmates complain about their skin issues, such as dryness, acne and wrinkles and wondered what it was that caused these effects and how they could be remedied. She realized that a big issue is hydration. Later, Ms. Varlet learned that sugar, once ingested, breaks down the collagen within skin tissue, thereby causing wrinkles. It just so happened that these college classmates of hers were drinking sodas as they complained about their skin woes.

After working as a brand manager at Dannon, where she helped develop the Oikos Greek yogurt line, Ms. Varlet moved on to the cosmetics industry to work on the L'Oreal Paris brand. Both experiences gave her the skills and insight necessary to develop a product line of her own. She left L'Oréal to work at American Express and spent nights and weekends developing the All Beauty concept.

## No Sugar Wanted...or Added

All Beauty Water hit the market in September 2013 and, it wasn't too long before it began demanding all of her time. By April of 2014, she left American Express to work full time with her own business.

Headquartered in New York City, All Beauty Water's design and logo were created by Ms. Varlet's brother, a graphic designer. The products are packaged in a co-packing bottling facility in New Jersey, while the finished products are warehoused in Manhattan, Florida and Amazon Fulfillment Centers.

Without a degree in chemistry or food science, Ms. Varlet hired a beverage lab to create the specific formulations she wanted. Once the formulations were devised, she sent out orders to her different suppliers for the pre-blended, vitamin and mineral mixes according to her formulary specifications.

## No Sugar Wanted...or Added

“We want to challenge people to stop thinking of skin health from a topical point of view,” explained Ms. Varlet. “Our objective is to change peoples’ mindset to, ‘healthy equals beautiful’—both will show through your skin. We are taking an approach to beauty from inside out; the key is not any one product or vitamin, but rather, it is an overall lifestyle choice ... that requires thinking of beauty from a 360-degree point of view.”

Looking ahead, Ms. Varlet plans to grow her business in the natural grocery channels. She also sees a lot of opportunity to grow her business in the health and wellness market, specifically in spas and gyms. In addition to expanding distribution, she plans to add more flavors to her growing family within the next few months.

- See more at: [http://www.nutraceuticalsworld.com/contents/view\\_online-exclusives/2015-04-21/skin-revitalization-from-the-inside-out/#sthash.zBgYiCRk.dpuf](http://www.nutraceuticalsworld.com/contents/view_online-exclusives/2015-04-21/skin-revitalization-from-the-inside-out/#sthash.zBgYiCRk.dpuf)