



ADAPTOGENS & COLLAGEN CRAZE

Feel like you've heard the word "adaptogen" before, but aren't sure what it really means? You're not alone, and now's a good time to learn, because this trend is far from over.

Adaptogens are substances that help counteract the effects of stress on the central nervous system by moving the body towards homeostasis, theoretically having antidepressant, anti-fatigue, and stimulating effects. The jury is still out on what, if any, health benefits adaptogens actually provide, but skepticism doesn't seem to be slowing down the trend, as they are finding themselves in everything from coffee (like in **Four Sigmatic**) and protein bars (like in **B.T.R. Bars**).

When collagen comes into the picture, you will probably think of cosmetic products and the beauty industry. As a matter of fact, due to its incredible effects on skin hydration, elasticity, and wrinkle reduction, collagen has up to now been injected or consumed as a beauty hack and a health supplement.

Collagen is the most abundant structural protein within the body. A structural protein contains tightly-packed molecules that provide structure to various tissues in the body. Examples of such tissues include skin, bone, tendons, and ligaments. As a person ages, their body produces less collagen. This can lead to issues such as wrinkles, sagging skin, and stiff joints.

Rumor has it this healthcare superstar ingredient is now being eaten and drunk as a snack, too. Newly created, the Ingestible Beauty or Nutricosmetics category is expected to value \$7956.63M in 2024, with a forecasted period's CAGR of 8.63% (PR Newswire).

In recent years, studies have shown that ingesting collagen for several months can improve skin elasticity and signs of aging as well as joint, back and knee pain. Other research, however, has said those health claims are exaggerated. So despite the increasing popularity and its reputation for health benefits, there are still many questions about its impact.

Products where collagen is making an appearance as an ingredient include Collagen Nut and Seed bars from the **Primal Kitchen**, Oxnard, Calif. The products are available in dark chocolate almond, macadamia sea salt, coconut cashew and chocolate hazelnut varieties. The bars contain 15 grams of protein and are free of gluten, soy and dairy.

The **Bulletproof** brand also features a variety of products containing collagen, including a ready-to-drink cold-brew coffee with collagen protein and collagen protein bars.