

Why Clinical Supplements Are The New Step in Your Skincare Ritual

Tuesday 5 May, 2026

Beauty rituals are undergoing a profound evolution. While high-end creams remain a staple on every nightstand, the modern toolkit standard is no longer about layering more products on the skin; it's about prepping the body from within. Today, the most sophisticated regimes include a critical new layer: ingestible beauty. This shift speaks to a growing acceptance of nutraceuticals, moving them from the periphery of wellness into the core of everyday beauty rituals.

The beauty supplement sector is projected to surge from \$3.96 billion in 2025 to \$5.76 billion by 2030, a robust 7.8% CAGR. A 2025 Euromonitor survey found that 46% of consumers globally now define beauty primarily as 'appearing healthy.' With that, the morning and evening routine is no longer just about topical application but systemic support for a rapidly expanding segment of consumers. This industry-wide sentiment is reflected in investment trends: in March, Unilever Ventures' investment in the biotech company Novos confirmed that the industry is leaning heavily into high-science nutraceuticals.

This shift is paving the way for a new breed of brands bridging the gap between aesthetic medicine and daily care. Among them is Vivorum, launched in 2025 by Balazs Farkas-Jenser. Manufactured in Switzerland, Vivorum translates clinical-grade aesthetic science into a daily health regime.

Backed by a board of scientific advisors who are leaders in their respective fields (including NAD+ metabolism, sleep science, and inflammation research), Vivorum's hero product Cellular Renewal targets the specific biological pathways that govern ageing, inflammation balance and cellular repair. By focusing on internal support, it is uniquely positioned to bridge the language of science and daily self-care. The formula acts on specific, measurable drivers of cellular decay with dosages dictated by data and clinically-validated ingredients.

Since launch, this approach has gained significant traction within high-end aesthetic environments across the UK. In March, Vivorum launched a partnership with Dr. Victoria Manning and The Private Clinic which is embedding the product into aesthetic treatment protocols to support patient recovery.

Farkas-Jenser has spent over a decade in global performance nutrition, masterminding formulation strategies for international markets. The CEO explains: "Vivorum is moving ingestible beauty from an add-on to the foundational layer of the modern beauty ritual. We do this by priming the skin's biological pathways from within, providing the essential canvas upon which users can face the world, healthy and fortified."

In an era when consumers are decluttering their regimes, the most effective daily ritual is the simplest one. Vivorum serves as the anchor—a precise, clinical-grade moment of intent every day.

Note to editors:

Cellular Renewal is available to purchase directly at vivorumlife.com.

A new product will follow in the months to come.

Vivorum's clinic partnership programme launched with The Private Clinic and Dr. Victoria Manning in March and is now rolling out nationwide with global expansion plans for the roll out to be announced soon.

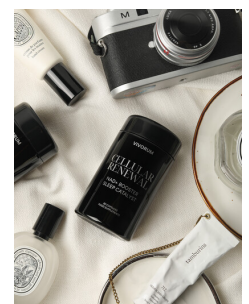
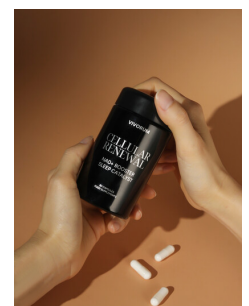
Website: vivorumlife.com

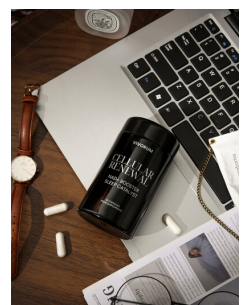
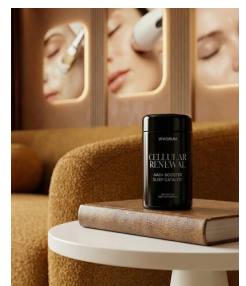
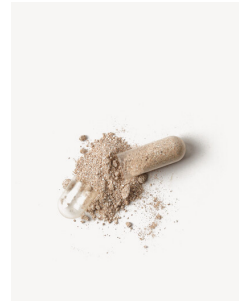
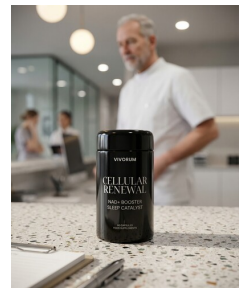
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Unboxing of the Cellular Renewal gift box, Courtesy Vivorum

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