

MartinBauer Nutraceuticals Explores the Science behind Hair Wellness

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The global beauty-from-within movement is accelerating, with consumers increasingly prioritising natural, clinically substantiated solutions for hair, skin, and healthy ageing. Hair health, in particular, has emerged as a major focus area as lifestyle stress, nutritional gaps, and ageing continue to impact consumers across demographics.

In this conversation with NUFFOODS Spectrum, Dr Cynthia Suarez-Rizzo, Product Manager at MartinBauer Nutraceuticals, highlights how AnnurTriComplex was developed to meet these evolving needs through a science-backed botanical approach. She discusses the ingredient's multi-pathway mechanism, the significance of botanical traceability and standardisation, and the growing opportunities for evidence-based nutraceuticals in preventive wellness.

What market and consumer trends influenced the development of AnnurTriComplex, particularly in the hair health category?

Hair health has become an increasingly important category, driven by both demographic and lifestyle factors. A significant proportion of consumers, approximately 85 per cent of men and 33 per cent of women, experience some form of hair thinning or loss, often linked to ageing, hormonal changes, or nutritional imbalances.

But we are also seeing a definitive shift in consumer expectations. People are no longer looking for quick fixes, but for **effective, natural and science-backed solutions** that support long-term wellbeing. Hair vitality is also closely connected to self-confidence, which further increases demand for credible beauty-from-within approaches.

AnnurTriComplex was developed in response to these needs and works by combining **clinically studied efficacy with a natural botanical origin**, and addressing hair health through a more holistic, nutraceutical approach.

Could you elaborate on the science behind AnnurTriComplex and how it supports follicular health differently from conventional solutions?

AnnurTriComplex is based on a unique polyphenol-rich extract from Annurca apples, particularly standardised to Procyanidin B2, and works through a **multi-pathway mechanism of action**.

Unlike many conventional solutions that focus on a single pathway, AnnurTriComplex supports follicular health on several levels:

- **Metabolic reprogramming of hair follicle cells**, supporting keratin synthesis for stronger hair structure
- **Stimulation of growth factors and a prolonging of the anagen (growth) phase**, helping to promote denser and more sustained hair growth
- **Support of pathways involved in reducing testosterone-to-DHT conversion**, a key driver of androgenetic hair loss, also known as male pattern baldness or female pattern hair loss.

This **triple mechanism of action**, combined with the preserved natural phytochemical matrix, allows for a more comprehensive approach to follicular health compared to single-target solutions.

Clinical data further underline this effect, showing significant improvements in hair growth, density, and keratin content after supplementation.

How important are traceability, botanical standardisation, and clean-label sourcing for this ingredient?

Traceability and origin are absolutely central to AnnurTriComplex®. The ingredient is derived from Annurca apples (*Malus pumila*), cultivated exclusively in the Campania region of southern Italy and protected by the Melannurca Campana PGI.

This PGI status, combined with sourcing from **certified local producers**, ensures authenticity, quality, and consistency of the raw material. Traditional cultivation and post-harvest practices such as the *Melaio* method and controlled sun-ripening further contribute to the unique phytochemical profile of the apples.

In addition, the ingredient is carefully standardised to a defined Procyanidin profile while preserving the full phytochemical matrix. This ensures **reproducibility, efficacy, and clean-label positioning**, which are increasingly critical for both brands and consumers.

How does AnnurTriComplex address consumer demand for natural, long-term, and side-effect-free wellness solutions?

Today's consumers are looking for **natural, holistic solutions** that can be safely used over the long term, not only to address existing concerns but also as a preventive approach.

AnnurTriComplex meets this expectation by offering a **multi-component system derived from both apple flesh and skin**, delivering a broad spectrum of bioactive compounds rather than a single isolated active.

Importantly, the ingredient is **well tolerated, with no determining side effects**, especially when compared to some conventional approaches that may cause scalp irritation or discomfort.

This makes AnnurTriComplex suitable for:

- **Long-term use and prevention**
- Individuals with a **genetic predisposition to hair loss**
- Consumers undergoing **stressful or restrictive conditions**, such as extreme weight-loss programmes, where hair loss or hair thinning can occur

Overall, it fits well into a **preventive, lifestyle-oriented wellness strategy**, rather than a short-term corrective approach.

What opportunities do you see for clinically backed nutraceutical ingredients in categories like hair, skin, and healthy ageing?

We see strong, ongoing growth in demand for clinically substantiated nutraceuticals across the beauty and healthy ageing categories. Consumers today are increasingly informed and will continue to actively seek scientific validation alongside natural positioning.

This is not a short-term trend but a long-term movement towards more evidence-based decision-making in the supplement space.

We have existing, robust pre-clinical and clinical data supporting the efficacy of AnnurTriComplex. However, we are continuously investing in further research and brand building, including plans to expand clinical validation in additional populations, such as Asia, where beauty-from-within is a particularly strong and growing market.

This creates significant opportunities for brands to differentiate with credible, science-backed botanical ingredients.

How does MartinBauer Nutraceuticals see the role of botanical ingredients evolving within the preventive wellness industry?

Botanical ingredients will play an increasingly important role in preventive wellness, as consumers continue to prioritise natural, trusted, and holistic solutions.

At MartinBauer Nutraceuticals, we see botanicals not only as sources of bioactive ingredients but as part of a broader integrated solution offering. This includes botanical ingredients with scientifically supported health benefits and functional plant-based solutions, such as natural anti-caking agents, sweeteners, and fillers.

This combination allows us to support customers not only with efficacy-driven nutraceutical concepts, but also with practical formulation solutions. This will enable them to create finished products that meet both consumer expectations and technical requirements. Ultimately, botanicals will continue to bridge the gap between tradition, science, and modern preventive health.

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