

All eyes on longevity: Natalia Vodianova invests in Niance

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Supermodel Natalia Vodianova is the latest investor to bet on the 'longevity' movement in the beauty and wellness industry – as she takes a majority share in Swiss luxury brand Niance.



The Russian supermodel, philanthropist, and investor Vodianova – who is married to Antoine Arnault, the son of LVMH owner Bernard Arnault – said that she's long had personal experience using the products since 2021, which is why she has decided to invest in the brand.

"Niance stands out from the hundreds of skin care products I have tried," she said. "Being active in modelling, social activities, and travelling, my skin is constantly stressed by makeup, lights, and pollutants. The Niance products help me restore a glowing skin and overall health vitality."

Vodianova said the brand's Premium Glacier Facial Cream has become "a staple" in her skincare routine.

She also shared that she was a strong believer in gut health that the GENR8® Biotic Supplements Vitality "boosts my energy levels, supports gut health, and enhances overall well-being, stating: "A healthy gut leads to a healthy body, as nearly 80% of our immunity is located in the gut."

Address the root cause of ageing

Zurich-based Niance noted that the “strategic partnership” marked a “significant milestone in the brand's journey towards global prominence.”

The brand harnesses its Fernelle™ biotechnology to enable the release of its full Triple-Biotic power (prebiotics, probiotics, and postbiotics) of its active ingredients, significantly increasing the bioavailability of nutrients.

It claims to address the root cause of ageing by blending natural ingredients from the Swiss Alps with cutting-edge biotech advancements.

CEO Marnix Ettema stated: "Our growth is driven by heavy investment in innovation and the quality of our products, garnering a loyal customer base globally."

Ettema noted that “despite minimal marketing, Niance is now present in about 30 countries, with an exceptionally high repeat purchase rate of 71% online.”

“Our clients include doctors, celebrities, and high-profile individuals who endorse our products genuinely and unpaid,” he said.



Anti-ageing beauty has switched to 'longevity'

Over the past year, the anti-ageing narrative that has long been present in the cosmetics industry has taken a noticeable switch to focus on '[longevity](#)' and [healthy ageing](#).

Longevity Lifestyles' – a growing trend of people wanting to extend and optimise the quality of their lives – was flagged as a macro trend by British trend forecasting agency The Future Laboratory back in 2023.

And in January this year (2024), L'Oréal's venture capital fund BOLD acquired a Swiss biotech [startup called Timeline](#), which has developed a proprietary molecule that it said: "can recycle and rejuvenate mitochondria: the powerhouses of cells that tend to malfunction with age."

Many cosmetics ingredients suppliers are currently [innovating in this area](#), and the VP at beauty market intelligence and trends company Beautystreams, Michele Superchi, recently spoke to [CosmeticsDesign-Europe](#) about the topic and highlighted that there's now even an "opportunity to challenge the cultural idealisation of youth as the beauty standard."

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