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Hype vs Proof

The evidence meter for 24 supplements and beauty trends, plus how we rate evidence. From Supplements & Beauty 2027, free.

IN THIS FREE SAMPLE

01 How we rate evidence: the green / amber / red meter

02 Hype vs Proof: 24 ingredients and trends at a glance

THE FULL GUIDE — SUPPLEMENTS & BEAUTY 2027 (30 PAGES)

- Vitamin D, B12, folate, magnesium, iron, calcium, omega-3, creatine, collagen, biotin and trending ingredients
- Safety: interactions, pregnancy, red flags; buying smart and third-party testing
- Skin: the core routine, actives rated, sunscreen decoded (incl. the 2026 FDA update), 2026 trends, life stages
- Food first, hair & nails, seven marketing tricks
- 2026 recap and 2027 outlook, checklists and a stack-review worksheet

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(000) THE HYPE VS PROOF METER

How we rate the evidence

Strong evidence	Several good-quality human trials or official guidance agree. Benefits are clear for the stated group.
Mixed / limited	Some positive studies, but small, short, inconsistent, industry-funded — or benefit only in specific groups.
Hype > proof	Little or no good human evidence, or risks outweigh likely benefit. Marketing runs ahead of science.

Strong evidence looks like...

- Randomised controlled trials in people
- Systematic reviews / meta-analyses
- Official bodies agree (NIH, NHS, AAD, WHO)

Weak evidence looks like...

- Cell or animal studies only
- Before/after photos, testimonials
- “Clinically proven” with no study cited
- One small trial paid for by the seller

Read every rating as “for whom?”

Vitamin D is green for someone who is deficient and amber as a general “boost” for everyone. Context changes the colour.

KNOW THIS

Supplements are lightly regulated

In the US, supplements don’t need FDA approval for safety or effectiveness before they’re sold (FDA). Labels can overpromise and contents can vary from the label. That’s why third-party testing matters (page on quality).



**Supplement: “I’m a superhero.”
Owl: “Citation, please.”**

(000) HYPE VS PROOF

Hype vs Proof: everything at a glance

Sunscreen (daily)	Strong evidence
Prescription retinoids	Strong evidence
Folic acid (pre-pregnancy)	Strong evidence
Vitamin D (if low/at risk)	Strong evidence
B12 (vegans, older adults)	Strong evidence
Iron (if deficient)	Strong evidence
Creatine + strength training	Strong evidence
Azelaic acid (acne, rosacea)	Strong evidence
Omega-3 (general use)	Mixed / limited
Magnesium for sleep	Mixed / limited
Multivitamin	Mixed / limited
Topical vitamin C	Mixed / limited
Niacinamide	Mixed / limited
Melatonin	Mixed / limited
Ashwagandha	Mixed / limited
Berberine	Mixed / limited
Probiotics	Mixed / limited
LED masks (home)	Mixed / limited
Collagen for skin	Hype > proof
Biotin for hair (not deficient)	Hype > proof
NMN / NAD+ boosters	Hype > proof
Exosome skincare	Hype > proof
Beef tallow skincare	Hype > proof
“Detox” teas	Hype > proof

> Orbit’s summary of the evidence cited in this guide, for the groups shown. Details, doses and caveats on the following pages. Not a recommendation to take anything.