

Sip Your Way to Health

GET READY for a flurry of functional beverages.

What's a functional beverage? A drink that embraces health and wellness, promising to improve your skin, trim your waistline, support healthy joints and boost immunity.

Last month, word of a partnership between Coca-Cola and L'Oreal made headlines. The companies plan to create a new health and beauty beverage — a nutraceutical drink, if you will — called Lumae. The tea-based drink is expected to contain ingredients that will help women care for their skin. And word has it that Coke plans to market and distribute Lumae like a beauty brand instead of a soft drink (it already has its eyes on shelf space at Saks).

Could the two be trying to muscle in on Borba Skin Balance waters, drinkable skin-care products sold at Sephora stores?

Claiming to have pioneered the category, Borba's president Scott Vincent Borba says, "Even if they come in at a lower price point, they'll never meet the criteria that we have, nor will they best the emotional branding we have with our customers."

Seems Borba might be in need of a stress-reducing nutraceutical.