

## **Abstract**

Quality assessment of beauty drinks in Thai market was investigated by a consumer survey and measurements of the bioactive ingredients enhancing the health benefits in beauty drinks. A hundred consumers were asked for the knowledge and attitudes toward beauty drinks in Thailand. The different types of beauty drinks were sampling depending on the availability of the products in the market. The interested bioactive ingredients in this study were L-glutathione, L-carnitine and lycopene. The first two ingredients were quantified by using High Performance Liquid Chromatography (HPLC) while lycopene was spectrophotometrically measured. The survey indicated that most Thai consumers felt neutral about beauty drinks and had good knowledge and attitudes toward the products. For quantification of the bioactive ingredients, the results were compared with the label and revealed that many beauty drinks had a particular bioactive ingredient less than claimed. Six out of sixteen samples were undetectable. The highest actual percent detected compared to claim for L-glutathione and lycopene were 80.79 and 89.58, respectively. Despite the presence of L-carnitine as detected by HPLC, its quantification was not available due to the condition of standard used. In conclusion, this study suggests the appropriate storage and packaging is needed to ensure higher quality of the beauty drinks in Thai market.