



**14<sup>th</sup> March 2022**

**PRESS RELEASE**

**Lycored encourages messages of support for Ukraine**

Lycored is encouraging people who work in the food, nutrition and beauty industries to send messages of support to the Ukrainian people.

The global wellness company, which has members of staff in Ukraine, has been organizing donations of food and medical supplies to communities in Dnipro.

It is now encouraging partners across the health, nutrition and beauty industries to write anonymous messages of support which will be translated, printed and included in food parcels being delivered to people in Dnipro. For each one written, Lycored will make a financial donation to a charity providing humanitarian support.

Shirley Cohen, CEO of Lycored, said: "All our thoughts and prayers are with our colleagues, their families, their communities and all the people of Ukraine. You will always have our immense respect, appreciation and support, and our entire global family stands with you."

People can write notes of support at [www.littleglowapp.com](http://www.littleglowapp.com) and at Lycored's Science of Positivity exhibit at the New York Museum of Science.

Shirley Cohen added: "During a crisis like this, we all naturally want to do everything we can. As well as making charitable donations, we would encourage everyone in our industry to show solidarity by sending a message of support. Of course, it's a tiny gesture but we hope it will provide a few glimmers of light at this unimaginably dark time."

**About Lycored**

Committed to 'Cultivating Wellness', Lycored, part of Adama Group, is an international company at the forefront of unearthing and combining nature's nutrition potential with cutting edge science to develop natural ingredients and products. Established in 1995 in Israel, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. For more information visit [www.lycored.com](http://www.lycored.com).

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