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PRESS RELEASE

Lasting beauty results: Lycored's Lumenato™ passes the consumer test

6TH April, 2022 – Lumenato™, Lycored's golden-tomato-based wellness extract, delivers beauty results that are still noticeable weeks after supplementation has ended, a study has shown.

The two-stage study, published in the *Journal of Cosmetic Dermatology*, set out to evaluate Lumenato's bioavailability, and its effectiveness as assessed by consumers.

In the first stage, 24 healthy volunteers supplemented with Lumenato for four weeks. The researchers observed an almost fourfold increase in levels of phytoene after the first week, and by the fourth it had reached almost five times the baseline level. There were also significant increases in levels of other carotenoids, such as phytofluene and zeta-carotene, indicating Lumenato's high bioavailability.

In the second stage, 63 women aged between 35 and 55 took Lumenato for 12 weeks. They completed questionnaires that assessed different skin parameters at weeks four, eight and 12, and again two weeks after the trial had finished.

After 12 weeks of supplementing with Lumenato, participants reported significant improvements in skin hydration, firmness, brightness, tone and overall condition. They also reported reductions in dark spots and circles, fine lines and wrinkles.

Interestingly, assessment of these parameters continued to improve after treatment had ended. For example, at baseline, 19% of participants said their facial skin looked attractive. Twelve weeks after supplementing with Lumenato, this had increased to 65%, and two weeks after the trial, it had reached 69%.

Elizabeth Tarshish, Head Of Clinical Affairs, Claims Development at Lycored, was one of the authors of the study. Commenting on the findings, she said: "There are many ways to measure the effectiveness of products for the skin, but ultimately it's the experience of consumers that matters. We were delighted that the people taking part in this trial reported such clear results from Lumenato, and that they continued to notice them even after supplementation had ended. It's exciting to see consumers noticing that kind of lasting effect, which demonstrates the continuous skin nourishment that carotenoids can provide."

The research will be highlighted at SupplySide East (April 12th and 13th at the Meadowlands Exposition Center, NJ). As official pedicab sponsor at the event, Lycored is offering visitors complimentary transport to and from their accommodation – and an opportunity to feel the wind in their hair in Lumenato-themed vehicles.

Notes

Tarshish E, Hermoni K, Sharoni Y, Muizzuddin N. 'Effect of Lumenato oral supplementation on plasma carotenoid levels and improvement of visual and experiential skin attributes' J Cosmet Dermatol. 2022, Jan 12

<https://onlinelibrary.wiley.com/doi/10.1111/jocd.14724>

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.

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