



Tuesday 15th February 2022

PRESS RELEASE

Lycored invites glow getters to celebrate a nutrition love story

Lycored celebrated Valentine's Day by bringing messages of positivity to New Yorkers as it highlighted the "love story" between lycopene and astaxanthin.

The global carotenoid leader set up a "crank of positivity" in Dumbo, Brooklyn. Passers-by were encouraged to think of something or someone they were thankful for and to turn the crank. They were then rewarded with inspiring messages which were projected onto the Manhattan Bridge Overpass.

Examples included "Get ready to soar: your heart has no limits", "The world is better with love – both inner and outer", "You are stronger than you think", "You are enough. Love always", and "Keep being awesome! It looks good on you."

The messages were all written by visitors to Lycored's You Rock! Exhibit at last year's SupplySide West. For each one received, Lycored made a donation to the New York Common Pantry, which works to reduce hunger and promote dignity and health.

Zev Ziegler, Head of Global Brand and Marketing, Health at Lycored, said: "Most of us celebrate Valentine's Day by showing our loved ones how much we care. We wanted to encourage people to share some of that love with themselves, and with the wider community. Huge thanks to everyone who stopped by at SupplySide West and wrote messages of support. It was always amazing to think that those little words would be projected for all to see on the Manhattan Bridge and it was humbling that New Yorkers reacted so warmly to them."

The inspiration for the "crank of positivity" was the synergy between lycopene, the star ingredient in Lycomato® –Lycored's standardized tomato extract, and astaxanthin, the key carotenoid in LycoAsta™ – its latest product for skin and immune health.

Zev Ziegler, Head of Global Brand and Marketing, Health, Lycored, said: "Valentine's Day is all about wonderful partnerships, so it was the perfect time to celebrate the synergy between lycopene and astaxanthin. These two carotenoids are perfect partners when it comes to holistic antioxidant skin support, with lycopene setting the stage for the free-radical hunter astaxanthin by activating overall cellular responses. It's a real love story!"

Lycored is now teaming up with Hudson Christie, a Claymation specialist, to make a flip book illustrating the way lycopene and astaxanthin work together. It will be shared with visitors to the LA Times Festival of Books in May.

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.

Contact

Steve Harman

Ingredient Communications

+44 (0)7538 118079

steve@ingredientcommunications.com