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**PRESS RELEASE**

**Lycored research reveals how beauty needs vary by skin tone**

Research by Lycored has provided new insights into the ways consumers' beauty and personal care needs vary according to their skin tone.

Lycored, a leading manufacturer of carotenoid ingredients for ingestible skincare, surveyed 1,285 consumers in the US and UK and asked them to define their skin tone in one of five categories.\*

When asked which skincare goals they wanted to achieve, consumers with the darkest skin tones were significantly more likely to select healthy glow / radiance. This was a goal for 67% of Americans with dark brown or black skin, compared to 51% of those with pale or fair skin.

Meanwhile, people with the lightest skin tones were the most likely to seek protection from UV light. In the UK, this was a goal for 34% of respondents with pale or fair skin, compared to 17% of those with dark brown or black skin tones.

In the US, 73% of consumers who defined their skin as dark brown or black had purchased a product designed for their particular skin tone, as had 54% of those with white skin.

However, the research also shows that products that do not target particular tones and colors, such as ingestible products, appeal to consumers. Three quarters (73%) of the Americans surveyed agreed with the statement: "Products that provide the same benefits for people of all skin tones offer a platform for inclusivity."

Launched in 2016, Lycored's #rethinkbeautiful initiative aims to challenge traditional notions of beauty by promoting inclusivity and positivity as well as ingestible skincare.

Zev Ziegler, Head of Global Brand and Marketing, Health, Lycored, said: "When we launched #rethinkbeautiful we had no idea just how much it would resonate. Embracing diversity is no longer optional and brands are working much harder to meet the needs of all their customers. Our research shows that ingestible beauty products can offer a powerful possible platform for true inclusivity, adding to the ways the industry can strive to meet the beauty needs of everyone."

The survey also reveals that perceptions of the beauty industry, and how well it caters for the full range of its customers, vary significantly. In the UK, for example, three quarters (74%) of respondents with dark brown or black skin believed that it was harder for people with darker skin tones to find the right products. Among those with white skin, only 26% thought the same.

However, there is a widespread perception that manufacturers are becoming more inclusive. In the US, 62% of consumers believed that the beauty industry has got better at meeting the needs of people of all skin tones.

Lycored offers a range of ingredients for ingestible skincare products, including Lumenato™, a blend of natural tomato nutrients and antioxidants which offers proven benefits for beauty and skin wellness.

**\*Notes**

\* Lycored surveyed 1,285 consumers (760 in the UK and 525 in the US) online in August 2021. All had purchased a product for their skin over the past 12 months. They were asked to define their skin tone in one of five categories (dark brown or black; brown; light brown; white – darker; and white – pale or fair).

**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 [lycored.com](http://lycored.com).

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