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PRESS RELEASE

Puddle Power: Lycored celebrates the wonder of water

Lycored is encouraging industry professionals to reflect on the wonders of water by contemplating the beauty of everyday puddles.

This spring, growing season in much of the world, the global wellness leader partnered with the Pothole Gardener – a project that creates gardens in puddles as a respite from everyday greyness. The initiative kicked off on Earth Day, when Lycored transformed puddles across London into miniature beach scenes, and reminded passers-by that beauty exists in the most unlikely places.

Now Lycored is encouraging beauty and wellness industry professionals to create their own eye-catching pictures of water. It has launched a custom Instagram filter that allows users to photograph a puddle or body of water and transform it into a beach scene by adding an image of a lighthouse.

Zev Ziegler, Head of Global Brand and Marketing, Health at Lycored, said: “We wanted to do something to help people connect with nature without going too far from home. Encouraging them to have a moment of mindfulness by reflecting on the beauty of the humble springtime puddle was the perfect solution. We hope our colleagues and friends across the industry will take a moment to contemplate their connection to the earth, and the amazing life-giving power of the water cycle.”

In recent years, Lycored has taken steps to increase the sustainability of its operations. As well as reducing energy consumption and minimizing waste, it ensures that as much as possible of the water it uses in production is recycled.

At Vitafoods Europe (10th – 12th May), the Lycored products on show will include LycoAsta™, an astaxanthin-based wellness extract produced using geothermal power. Designed for skin and immune support, it is ready for a range of soft-gel applications.

Lycored will exhibit at Vitafoods Europe Stand G161.

The Instagram filter is available for mobiles at:
<https://www.instagram.com/ar/1011769126400621/>

Find out more about Lycored’s sustainable wellness extracts
<https://www.lycored.com/wellness-extracts/>

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