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PRESS RELEASE

Research reveals how men and women's skincare needs differ

Women are more likely than men to view diet as important to skin health, research by Lycored has shown.

The global wellness leader surveyed 490 skincare consumers in the UK and France, exploring attitudes to beauty and skin health, and how they differ by gender and age. It found that physical appearance is an increasingly important goal for male consumers, with 15% of respondents – up from 8% in 2017 – saying that looking good is more important for men than women.

However, the research also found that male and female skincare users often have very different attitudes. When asked which factors were most important to their skin health, 39% of women chose healthy diet, compared to 30% of men. Meanwhile, men were almost twice as likely to say exercise was important to skin health (30% compared to 17% of women).

Female skincare users were more than twice as likely to say that anti-aging / wrinkle reduction was an important goal for them (49% compared to 21% of men). They were also more likely to seek a healthy glow (47%, compared to 32%).

Tristan Schroiff, Sales Director, Health, at Lycored, said: "Our research suggests that changing social attitudes have made physical appearance a far more important goal for men than in the past. However, the positioning and marketing of many skincare products are still gender-based, and it's useful to understand how the needs and attitudes of men and women can differ."

Over half (52%) of respondents said it was very important to see visible benefits from the skincare products they use. This was particularly true of women (63% compared to 40% of men), and to consumers in the 18-24 year age group (68%).

Earlier this year a study found that Lumenato™, Lycored's golden tomato-based wellness extract, delivers beauty results that are still noticeable weeks after supplementation.¹

Tristan Schroiff added: "It's natural that many consumers expect a visible return on their investment in skincare products. The good news is that there's a growing body of evidence that supplementation with carotenoids can deliver incredible results for skin health and beauty. In our most recent study, for example, Lumenato passed the 'seeing is believing' test with flying colors."

¹ 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

Download the full report, 'Further Beyond Skin Deep' from: <https://bit.ly/3Dy9bQS>

Ends

* Survey of 245 consumers in the UK and 245 in France. All had purchased a skincare product (either topical ingestible) over the past 12 months.

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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