**August 2016**

**SUPPLYSIDE WEST 2016 PREVIEW**

**Lycored seals the deal with new lycopene quality mark**

Lycored has developed a striking new lycopene seal that reinforces and strengthens its commitment to excellence as a creator and supplier of nutrition solutions backed by extensive and ongoing clinical research.



The seal, to be showcased at the forthcoming SupplySide West 2016 expo, is designed for use by Lycored’s trusted partners. It stands as a symbol of Lycored’s pursuit of the highest possible standards and reflects its dedication to investing in the discovery and development of technological advancements that benefit its customers and their consumers.

The new mark also speaks to Lycored’s dedication to vertical integration and complete oversight of the production process. Vertical integration means Lycored’s partners can always depend on the quality of its lycopene and nutrient blends made with lycopene. Lycored grows its own tomatoes in farms across the world and, and after harvest, microencapsulates their lycopene to ensure optimal bioavailability. Natural lycopene such as Lycored’s is the only source of lycopene with a clinical backing.

Lycored will exhibit on Booth Y153 at SupplySide West, which takes place in Las Vegas from 6-7 October 2016. Zev Ziegler, Head of Global Brand & Marketing at Lycored’s Health Nutrition Division, said: “Our new seal is a symbol of excellence, and a commitment that you’ll never get anything less from us. It’s a promise that we will never take shortcuts on the road to good health. It stands for our dedication to putting wellness first, and to demonstrating that our products will do everything that is promised.”

He continued: “The new Lycored Lycopene seal represents all of our processes. It serves as a visual reminder that our products are made with the utmost care and deliver on their promises. We’re excited to share the news of this new mark, which we like to think of as a storytelling tool and a way to enrich the narrative our partners share with their customers.”

The lycopene seal is ideal for use in the co-branding of finished products that contain Lycored’s lycopene for specific health benefits, including: skin health, heart health, eye health, men’s health and women’s health.

**ENDS**

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**About Lycored**Committed to ‘Cultivating Wellness’, Lycored 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, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. The company develops and supplies natural ingredient formulations into four main business areas: active health ingredients for wellness; colourings; foodstuff ingredients for taste & texture improvement; and nutrient premixes for fortification. Lycored is based in Israel, with sales & production operations in the UK, Switzerland, the US, Ukraine and China. For more information visit [www.lycored.com](http://www.lycored.com).