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**PRESS RELEASE**

**Natural, derived from tomato and clinically proven –
consumers deliver their verdict on the perfect supplement**

Supplements made with scientifically proven natural tomato extracts resonate powerfully with a majority of key dietary supplement users, according to the findings of a new online poll.

Researchers surveyed 200 UK-based consumers aged 50+ who take supplements at least five times a week in a bid to understand better what drives them to buy some brands over others. The respondents were presented with a range of properties a product might offer and asked if these would make them more or less likely to use that product. The results showed that:

* Naturalness resonated more than any other factor – with 80% of respondents stating they would be more likely to use a supplement that contained naturally occurring ingredients
* ‘Supported by extensive clinical trials’ was a factor that appealed to 79% of respondents
* Knowing a product was derived from fruit or vegetables was a major motivator, with 68% of respondents saying this would make them more likely to buy it
* But at 70%, supplements containing ingredients made specifically from tomatoes had even stronger appeal

The respondents were also asked about how important they considered heart health benefits to be. It was found that:

* 73% thought support for a healthy circulatory system to be beneficial
* Reducing bad cholesterol was considered important by 69%
* 68% cited improving cardiovascular health over time as a priority
* And 66% and said helping to maintain blood pressure within normal range was a priority

The importance the respondents attached to heart health benefits indicates good levels of awareness that the risk of developing cardiovascular disease (CVD) increases with age[[1]](#footnote-1). CVD accounts for 31% of all global deaths and has remained the world’s single biggest over the past decade[[2]](#footnote-2).

The survey was commissioned by Lycored, the supplier of Cardiomato™ – a whole-tomato nutrient complex ready to use in dietary supplements. Golan Raz, Senior Vice President of the Health Nutrition Division at Lycored, said: “The responses generated by this research enable us to form a picture of the ingredients that are most likely to appeal to consumers when used in dietary supplements. An analysis of these results highlights that Cardiomato™, as a natural whole tomato nutrient complex that is free from artificial ingredients and supported by extensive clinical trials, taps into every significant trend in the dietary supplement market today.”

Cardiomato™ contains a synergistic composition of the active compounds found in tomatoes including lycopene, phytoene, phytofluene, beta-carotene, phytosterols and tocopherols (vitamin E), which have been standardized and optimized to support their heart healthy qualities. Cardiomato™ has been shown to reduce oxidized LDL cholesterol, lower systolic blood pressure already within the normal range, and preserve the endothelium, which lines artery walls and supports the proper functioning of blood vessels among healthy populations.

The potential of Cardiomato™ to help manufacturers reach customers in retail markets  is already clear from the vote of confidence it has received from one of Europe’s largest retailers. CardioMato® – a heart health dietary supplement that contains Cardiomato™ – was launched by Vita Healthcare into hundreds of Boots stores across the UK earlier this year. Meanwhile, Cardiomato™ the ingredient has also received industry recognition, winning the award for Best Finished Product in the 2016 NutraIngredients Awards, held at Vitafoods Europe in Geneva.

Mr Raz added: “Our market research demonstrates that target consumers for heart health supplements are knowledgeable about their wellbeing and selective when it comes to the products they buy. This highlights the importance of using ingredients in supplements that do not come with exaggerated claims. Lycored is committed to ‘Cultivating Wellness’ and we believe that responsible marketing will resonate with consumers and increase trust in the dietary supplements brands they buy. In tune with this, the efficacy of Cardiomato™ is clinically proven and, in addition, it is an ingredient complex that checks all the right boxes when it comes to what consumers are looking for in their supplements.”

**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).

1. [*http://www.world-heart-federation.org/press/fact-sheets/cardiovascular-disease-risk-factors/*](http://www.world-heart-federation.org/press/fact-sheets/cardiovascular-disease-risk-factors/) [↑](#footnote-ref-1)
2. *World Health Organisation, Cardiovascular Diseases Factsheet, June 2016 http://www.who.int/mediacentre/ factsheets/fs317/en/ and The Top Ten Causes of Death Factsheet, May 2014 http://www.who.int/mediacentre/ factsheets/fs310/en/* [↑](#footnote-ref-2)