Chris Thatcher

5W Public Relations

cthatcher@5wpr.com

212-999-5585

**Lycored Celebrates Valentine’s Day with “Love is Beautiful” Video**

*Lycored inspires beauty from the inside, out and continues awareness of ingestible skincare through its mission to #rethinkbeautiful*

**Secaucus, NJ (February 14, 2017)** - [Lycored](http://www.lycored.com), an international wellness company at the forefront of the ingestible skincare market, announced today the launch of its “Love is Beautiful” video, in honor of Valentine’s Day, encouraging consumers and industry alike to love themselves the way they love others. The video is a continuation of Lycored’s [#rethinkbeautiful](http://www.lycored.com/rethink-beautiful/)  ‘Letters for Love’ campaign, along with heart-warming ads in the London market.

One of the most beautiful traits someone has is the love they feel about themselves and this unique video is designed to help set a foundation ‘beauty comes from within’, and promote the importance of ingestible skincare and further bring the category into the mainstream.

The [“Love is Beautiful” video](https://vimeo.com/203857716) features women, children and men who were asked a simple question: *What do you love about yourself?* Much to their surprise they weren’t able to answer the question. In contrast, when asked to describe people closest to them, they immediately listed what they cherish most in the person. The video encourages people to understand seeing themselves the way others see them can be difficult, but it is time to honor themselves, and celebrate their own beauty in whatever way it looks like to them.

Once someone watches the video and is able to look inside and reflect to identify positive affirmations and attributes about himself or herself, Lycored is inviting them to write a [digital love letter](http://www.lycored.com/rethink-beautiful/#love) , through their online Letters for Love letter writing station that launched at the Sundance Film Festival. When least expected, the writer will receive the letter back to reiterate the feelings they were thinking at the time.

Echoing the simple, beautiful and powerful messages promoted with #rethinkbeautiful, the love yourself initiatives consist of Lycored taking over the London market with more than 200 outdoor advertisements with the message “Your Heart Has No Limits”. This portion of the initiative will be distributed in the form of a direct mailer to 8,000 dermatologists, educating them about ingestible skincare and bring the campaign full-circle.

“We see Valentine’s Day as a platform to show consumers every day, not just February 14th, is an opportunity to acknowledge and honor the beauty within ourselves - and be willing to recognize that beauty. The same way they are able to easily identify what they love about others as you see in the ‘Love is Beautiful’ video,” said Zev Ziegler, Vice President of Brand & Marketing at Lycored. “By acknowledging beauty starts within in ourselves, we are chipping away at the traditional notions of beauty and creating an emotional connection to the concept of ingestible skincare to further help our beauty shine from the inside, out.”

Through each extension of the #rethinkbeautiful campaign, Lycored hopes to create an opening where their clinically-backed cosmeceutical, Lycoderm, a Lycored Nutrient Complex Formulation for Skin, leads the ingestible skincare market, mirroring what the market is in Europe where consuming cosmeceuticals is a mainstream, everyday part of life.

The origin of the campaign came in the form of an intimate, candid video, launched in August 2016, which was promoted via a social media influencer program, further aiming to challenge the traditional notion of beauty and spreading the message beauty is a feeling that comes from within. The campaign achieved some remarkable results – the video was viewed over 400,000 times, liked over 2,000 times, and shared over 2,000 times.

To learn more about the #rethinkbeautiful campaign, see the “Love is Beautiful” video or to show yourself some love by writing a digital love letter, please visit <http://www.lycored.com/rethink-beautiful/>

###

**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, 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; 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).