

**Men are an ideal market for ingestible skincare, Lycored research reveals**

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Men are an ideal market for ingestible skincare products, research by Lycored suggests.

The global carotenoid experts surveyed 480 consumers in the UK and France, exploring their attitudes to skincare, health and appearance.

One of the key findings was that men were significantly more open to the concept of ingestible skincare than women. Three quarters (74%) of the men surveyed said the idea of taking a supplement for skin health or beauty was normal, compared to 58% of women.

One possible explanation for this is that men are less willing than women to spend time applying topical products. Thirty-seven per cent of the men surveyed said they want to spend less time on their skincare regimens, compared to 28% of women.

Zev Ziegler, Head of Global Brand & Marketing, Health at Lycored, said: “Men have long been growing in importance as consumers of skincare, and our research shows this applies to ingestible products just as much as topical. The potential of the male beauty from within market is huge.”

The survey also found that men are no less likely than women to pay for quality products, with 26% in both groups spending more than £20 a month on skincare.

At Vitafoods Europe (May 15 to May 17) Lycored it will be showcasing LycodermTM, its proprietary carotenoid blend for skincare supplements. LycodermTM is specially designed to foster overall skin wellness from the inside out. It combines natural lycopene, phytoene and phytofluene from tomatoes with carnosic acid from rosemary leaf. It has been proven safe and effective in several clinical trials.

**\*Notes to Editors**

Survey of 480 consumers (240 in France and 240 in the UK) who had purchased a skincare product (e.g. moisturiser, cream, lotion, pill or supplement for beauty or skin health) over the past 12 months. Research conducted in March 2017.

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**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](http://www.lycored.com).