

**Date:** 12 November, 2018

**PRESS RELEASE**

**Diabetes and cardiovascular disease**

**are top health fears for older men**

Diabetes and cardiovascular disease are the most common health concerns for older men in the west, a new survey by Lycored suggests. The research indicates that heart disease is now more feared by American men than cancer.

International wellness company Lycored surveyed 313 men over the age of 50 (163 in the UK and 150 in the US). They were presented with a list of illnesses and asked which they worried about at night. Overall, the most common cause of worry was diabetes (13.74%) followed by heart disease (11.5%).

Interestingly, the Americans surveyed were significantly more likely to worry about diabetes (18.67%) and heart disease (14.67%) than the Brits (9.2% and 8.59% respectively).

The UK respondents were slightly more likely to worry about cancer (9.82%) than heart disease (8.59%), whereas Americans were more likely to worry about heart disease than cancer (14.67% compared to 9.33%). This may reflect the fact that cardiovascular disease was recently overtaken by cancer as a cause of mortality in the UK but remains the biggest killer of Americans.\*

Golan Raz, Head of Global Health Division, Lycored, said: “Cardio-metabolic wellness has long been one of the most serious concerns for health-focused consumers. What this research reveals is the extent to which heart disease and diabetes are causing anxiety for older men, the group most at risk. The goal now for the wellness industry is to strengthen understanding of the direct link between healthy, diverse nutrition and specific benefits for wellbeing. Natural ingredients for cardio-metabolic wellness can be delivered via supplementation as well as healthy choices in the kitchen.”

Cardiomato™ is Lycored’s award-winning blend of phytosterols and patented standardized tomato extract. Over time it can help foster improved cardiovascular wellness and maintain a healthy circulatory system.

The survey findings are part of a new Lycored White Paper on men’s health concerns and quality of sleep, available at: <http://bit.ly/lycoredstudy>

\***References**

Tanday, S ‘Cancer overtakes heart disease as biggest killer in 12 countries’, Lancet Oncology, [Volume 17, Issue 9](https://www.sciencedirect.com/science/journal/14702045/17/9), September 2016, Page e382

Melonie Heron, Ph.D. and Robert N. Anderson, Ph.D. ‘Changes in the Leading Cause of Death: Recent Patterns in Heart Disease and Cancer Mortality’ Centers for Disease Control and Prevention, National Center for Health Statistics, Data Brief, No. 254 August 2016

**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).

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