 5W Public Relations

Lycored@5wpr.com

212-999-5585

**Lycored Brings “Love Chair” to Magic Mountain’s “Red Chair” on Valentine’s Day**

*Company encourages consumers to show themselves some love on Valentine’s Day*

**Secaucus, NJ (February 16th, 2018) –** [Lycored](http://www.lycored.com), an international wellness company at the forefront of the ingestible skincare market, partnered with independent, throwback ski area Magic Mountain in Londonderry, VT to open the mountain on Valentine’s Day, on a Wednesday when the mountain is typically closed, for a Winter Wonderland day filled with free skiing and après-ski to help attendees celebrate everything they love about themselves, one turn at a time.

Following a successful, nationwide 2017 tour in support of its [#rethinkbeautiful](http://www.lycored.com/rethink-beautiful/) campaign, Lycored’s Winter Wonderland at Magic Mountain encouraged attendees to once again join in the #rethinkbeautiful movement by taking a day for themselves.

The Lycored team officially re-named Magic Mountain’s “Red Chair” the “Love Chair” for the day. Below the Love Chair, the Lycored team challenged the typical Valentine’s Day standard of showing love to others by showing love to yourself; encouraging 278 attendees to take a moment to reflect and write a personal ‘love letter’ to themselves, simply because they deserve it. To help encourage writing compelling notes to themselves, positive affirmations were wrapped on the chair lifts and throughout the mountain’s trails as a way to spread good vibes, warm tomato soup was provided to add nourishment for the soul before they headed up to reflect what they love about them during a time of solitude with nature on the chair lift up, and a "Find Your Heart" scavenger hunt through the mountain trail served as an invitation to their afternoon toast.

After writing their letters, which will be mailed back to them when they least expect it as a reminder of the feelings they had in that moment, attendees were invited to drop their pre-postage letters in a “Letters of Love” mailbox that was placed on top of the mountain as they came off the chair lift. By offering a winter event, Lycored preludes their forthcoming ingestible skincare research that highlights the importance of proper skin care in all weather and seasons, which includes environmental stresses such a as cold, snowy mountain conditions.

“Most people think of summer and skin health in terms of UV danger but, in fact, environmental stresses reflect on our skin year-round, even on a cloudy day, making skin health and appearance just as much of a priority in winter as it is during warmer months,” said Zev Ziegler, Head of Marketing (Health) at Lycored. “Our Winter Wonderland was a way for us to educate consumers on the importance of year-round skin health, specifically via the concept of ingestible skincare: nourishing our skin through proper nutrition from the inside, out and through doing what we love, with those we love.”

Lycored takes skin health one step further with ingestible skincare by harnessing natural ingredients and technologies to help your skin work its hardest from the inside out, like its Tomato Nutrient Complex for Skin, which includes natural lycopene, a tomato-derived antioxidant known for its array of health benefits; ranging from balancing our skin from environmental stresses such as by protecting the skin from UV rays to supporting positive skincare and that “healthy glow.”

It is Lycored’s mission to redefine beauty as a feeling that starts from within and change the perception of ingestible skincare, empowering us to #rethinkbeautiful and love ourselves first. The unique Letters of Love movement is a component of Lycored’s #rethinkbeautiful campaign, which was started to help to set a foundation of self-love and inner true beauty.

The Winter Wonderland tour stop follows a successful 2018 Letters of Love kick off at the Eckhaus Latta Fashion Show during New York Fashion Week the week prior. This partnership is helping to bridge the gap between fashion and inner beauty as well as support the growing movement to celebrate diversity in the fashion industry and encourage self-love and expression.

To learn more about the #rethinkbeautiful campaign, to see where the next stop is on Lycored’s Letters of Love tour, or to show yourself some love by writing a digital love letter, please visit [http://www.lycored.com/rethink-beautiful/](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.lycored.com_rethink-2Dbeautiful_&d=DwMGaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=uu_9fCjW7z_wUq5jQMBOIA-fF-48uCLMfA7C-jDsyeo&m=RiNGt26SgD_Z42VvRDrBCkwuc8K7iEqcMSAzP-Srgw8&s=yV78gPsycThZ5krtgR8hbE3RQEvMEfoyUXZrNlOG3TQ&e=)

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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).