

**Lycored Announces Launch of Lycopene Lycopedia**

*Wellness Company creates digital encyclopedia dedicated to educating industry and*

 *consumers on lycopene*

**Secaucus, NJ (July 25, 2017) –** [Lycored](http://www.lycored.com), an international wellness company at the forefront of ingredient and nutrition supplements, announced today the launch of its Lycopedia, an interactive educational hub that tells the narrative journey of Lycopene and its effect on the body during different stages of life. By creating the Lycopedia, Lycored hopes it will act as a timeless resource that showcases the incredible health benefits of lycopene, the red-hued tomato-derived carotenoid used in food and beverage and oral supplementation.

From early life, younger adult, midlife adult and older adult, the Lycopedia guides visitors through an interactive journey on Lycopene, expanding on the various benefits this carotenoid provides to the body during each phase of life. Health concerns covered throughout the timeline include preeclampsia, lung health, skin health, fertility, cardiovascular health, vision health, osteoporosis and prostate health.

“We have focused a large part of more than 50 clinical studies on exploring Lycopene’s different beneficial roles in our wellness at every stage of life, which resulted in us taking our Lycored Nutrient Complex range for specific indications mainstream, yet we are only scratching the surface on what our hero carotenoid is capable of for our wellbeing,” said Rony Patishi-Chillim, President and CEO at Lycored. “With further research we have been able to unearth a multitude of health benefits and, as a result, we want to also make consumers and our industry aware of the significance of Lycopene; not just for wellness benefits, but as a lifelong ally.”

The launch of the Lycopedia showcases both the depth of research and undeniable commitment Lycored has to the wellbeing and education of creating wellness from within. Through the belief that nature holds a wealth of knowledge just waiting to be unearthed, Lycored plans to continue to introduce education tools to their community including a link to its Lycopedia on their un-branded consumer facing website, lycopene.com, and via wide ranging partnerships including its brand ambassador network.

To learn more about Lycored’s new Lycopedia, please visit [www.lycored.com/lycopedia](http://www.lycored.com/lycopedia)

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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, 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).