

**Ingestible skincare heading for the mainstream, consumer study shows**

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Ingestible skincare is on its way into the mainstream, with millennials particularly likely to embrace the category, research by global carotenoid leader Lycored has shown.

Two thirds of consumers now say they see the concept of taking a supplement for skincare as normal. Moreover, millennials are more likely to have used an ingestible skincare product than older age groups, indicating a shift in attitudes over time.

Lycored’s supplement-ready carotenoid blend Lycoderm™, which promotes healthy, resilient skin, will be showcased at Vitafoods Europe next week. Ahead of the event, the company surveyed 480 British and French consumers. Two thirds (66%) agreed with the statement “The idea of taking a supplement for skin health or beauty is normal.” Only 14% said the idea was “not normal.”

Over four in ten (43%) consumers in the millennial age group (18-35) said they had used an oral product to benefit their skin health at some point. This compared with 39% of 36-49 year olds, 23% of those aged between 50 and 69, and 14% of those aged 70 or over.

Lycored also explored barriers to the category. Among respondents who had never taken a pill or supplement for skincare, 46% said the main reason was that “It seems to make more sense to apply a product to my skin. The second most commonly cited reason was “I wasn’t aware I could achieve the same skincare benefits by taking a pill or capsule.” (32%). These barriers were least likely to be cited by the millennials who were surveyed, suggesting that awareness of the potential of ingestible skincare is highest among younger consumers.

Zev Ziegler, Head of Global Brand & Marketing, Health at Lycored, said: “Ingestible skincare – once seen as a niche category – is rapidly heading for the mainstream. Consumers, particularly those under the age of 35, are increasingly recognising the benefits of supplementation for healthy, resilient skin. There’s a very clear generational shift in favour of ingestible skincare, and with further work to inform consumers we can achieve even more.”

Over the past year, Lycored has engaged in a campaign to make the ingestible skincare category more mainstream by challenging traditional attitudes to beauty. The company’s “#rethinkbeautiful” initiative has achieved significant results in consumer-facing media and on social media, with over 400,000 views for its “Beauty is What you Make it” film.

**\*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. Carried out in March 2017. Full findings to be published a skincare category report later this year.

**Ends**

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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).