



**Lycored**



**Cardiomato™**

Case study



At Lycored, our pursuit of cultivating wellness led us to develop proprietary technologies and marketing techniques that have propelled us to the forefront of the global wellness movement. The mission of the Custom Solutions Team is to empower your business with these resources.

Because we understand every step of the process, from harvest to sale, we're uniquely equipped with the insights and tools to help you position your business above the competition.

Here's how:

### Lycored

Lycored's Finished Product Team offers expertise in science and research and can help your brand stand out in the most dynamic and competitive supplement markets. We support our customers in a range of ways, including concept development and advice on registration, name recognition and marketing.

### Cardiomato™

Cardiomato™ is Lycored's proprietary mix of carotenoid-rich tomato extract and blend of phytosterols that work together synergistically.

It is formulated to foster improved cardiovascular wellness over time and to deliver benefits including helping to maintain blood pressure within the normal range. It has even been shown to help reduce oxidized low-density lipoprotein, a form of cholesterol known for its impact on cardio-metabolic wellness.

### The Challenge

A team of Swedish entrepreneurial experts in supplement marketing and branding wanted to develop a unique formula with EFSA-approved claims for cardiovascular wellness. Their target audience was health-conscious women and men aged over 40 in Sweden, Denmark, Norway and Finland. The new product was to be sold primarily in health food stores and pharmacies, as well as online.

### The Lycored Solution

In 2016, the customer met Lycored at an industry tradeshow. When they learned about Cardiomato™, they knew straight away they had found the product they were looking for.

The next step was a brainstorm session, where the customer was briefed on the science behind Cardiomato™. Lycored also put forward ideas for B2B and B2C marketing and brought insights from key opinion leaders (KOLs) such as a practicing cardiologist and a general practitioner. This led to the development of a unique combination of Cardiomato™ and an ingredient with EFSA approved relevant health claim.

By 2018, the product had entered the market, and results were starting to show. Sales were positive and there was great feedback from users. Working with the physician community to gain market popularity, case studies were completed and published in industry publications to help further validate the product's effectiveness. Lycored has throughout the customers journey provided additional regulatory support on EFSA claims and potential formula development. On recurring occasions Lycored has also provided opportunities for the customer to get valuable insights from KOLs, which in turn has resulted in meaningful PR-activities and actual press coverage on benefits from the customers product. Lycored has also sent members of its marketing team to the local market in order to, together with the customer, find new and potentially improved methods and strategies striving towards even greater success.

The customer has now expanded into new markets, as well as launched an e-commerce business model with the same product, exclusively branded.

### Conclusion

Lycored offers a range of natural, scientifically substantiated products that are aligned to our customers' brands. In this case Cardiomato™ proved to be the perfect foundation for an exciting and successful new cardiovascular wellness product.



## 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).

To learn more, email us at [info@lycored.com](mailto:info@lycored.com)