



**Lycomen™**

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 supplement markets. We support our customers in a range of ways, including concept development and advice on registration, name recognition and marketing.

### Lycomen™

After years studying men's health, we used our expertise to develop Lycomen™. Specifically formulated to support prostate health and comfort, the mix is made from a Lycored Nutrient Complex containing zinc, curcumin, black pepper, omega-3s and vitamin E.

### The Challenge

A fast-growing Dubai-based company wanted to develop a competitively priced men's health product to address BPH (Benign Prostatic Hyperplasia). The product was to be marketed through the doctor-to-patient model in the UAE.

### The Lycored Solution

Lycored worked closely with the customer, providing scientific information on the carotenoid category, and experience-based marketing advice.

Our science team evaluated the company's formula to verify bioactivity through a survey of existing literature. We organized international logistics and provided regulatory and documentation assistance for UAE registration. We also helped create the product packaging (blisters in cartons) and created a dual-language pharmaceutical insert.

This complemented pharma-style branding and messaging, as the customer engaged the UAE's number one urologist as a key opinion leader.

The new product is the first approved dietary supplement for men's health in the UAE with an insurance reimbursement. This allows patients to purchase it at a discount through their pharmacy with their doctor's approval.

### Conclusion

Lycored offers a range of natural, scientifically substantiated products that are aligned to our customers' brands. In this case, our expertise in men's health, and our dedication to providing a full range of customer support – on science, marketing and regulation – allowed the creation of a pioneering prostate product in the UAE.



## 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)