



Lycomato™

Case study for skin



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

Lycomato™

Lycomato® is one of our best-selling products, and a shining example of what can happen when the natural synergy of nutrients is optimized and harnessed. Our standardized tomato extract consists of carotenoids, tocopherols, and phytosterols, which are all naturally abundant in the tomato, a staple of the Mediterranean diet.

Lycomato maximizes the naturally occurring synergy of ingredients to support diverse areas of skin health. It is a perfect choice for beauty-from-within products for wellness-focused consumers.

The Challenge

An Australian cosmeceutical skincare brand wanted to complement its Phase One launch of 28+ topical products. The new product needed to be a TGA-approved prestige ingestible skincare offering that would support the company's multi-dimensional skincare philosophy. The brand emphasized a holistic approach built on both natural and scientific foundations, and it was essential to support these values.

The product was to be targeted to busy women over the age of 25 of all ethnicities and skin types. In addition to Australia, target markets were the US and Canada.

The Lycored Solution

Lycored began the project with scientific presentations to brief the customer on the carotenoid category for skin health. Harnessing the expertise of our clinical, R&D and science team, and considering the unique climate and competition in the Australian market, we determined that the best product to meet the customer's needs while complying with local regulation, was Lycomato™ for skin health.

We then supported the brand on concept and formula development, and provided technical expertise to a local TGA-compliant manufacturer, to formulate a carrageenan soft gel.

Determination of claims and benefits was based on both local and global trends to create an ingredient-focused campaign. Experience-oriented marketing advice (both B2B and B2C) was provided, in addition to our catalog of marketing assets, including videos, copy and brochures. Co-branding of the product label, e-commerce website and marketing assets were discussed and initiated.

We also provided regulatory and documentation assistance for TGA compliance and approval. A detailed territory and claims analysis was completed to help the brand determine a marketing story, and we also provided support with global logistics.

Conclusion

Lycored offers a range of natural, scientifically substantiated products that are aligned to our customers' brands. With Lycomato™ we were able to help create and market an ingestible skincare product that was perfect for wellness-focused consumers.



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.

To learn more, email us at info@lycored.com