

This one's a page-turner.



# Discover the fruit of our labor.



Lycopene has inspired and challenged us for over twenty years—it was the carotenoid we started with and the one we keep coming back to, year after year, as we learn more about this incredible phytonutrient and the way it benefits our wellbeing from the womb to our twilight years.

Because of lycopene we established our own approach to vertical integration, which we like to call holistic production. From the seeds of our carefully cultivated tomatoes to the seeds of our scientific and creative thinking, the way we share our lycopene with the world is truly unique and the result of our commitment to quality, an unwavering dedication we represent with the seal you see here. It is a symbol of excellence, and a promise that you will never get anything less from us.

### You can't fake great.

Natural lycopene, like ours, is the only form of the carotenoid with a clinical backing. There is no evidence to suggest that synthetic lycopene has the same benefits, if any, as natural lycopene on wellness.

Our commitment to backing our products with science means that we never rest on the road to exceptional. We collect more data, conduct more studies, and run more trials with the hope of unearthing new insights and applications for our lycopene.

# Meet the carotenoid for the ages.

A multitude of studies have shown that our hero carotenoid supports us differently at every stage of life depending on the serving (which you can read more about on the next page).



Experience the whole story (and more) at lycored.com/lycopedia

### Lycopene + Early Life

Lycopene can be beneficial to first-time mothers. After birth, the carotenoid may help young children's skin protect itself from photodamage.

### **Lycopene + Younger Adults**

The nutrient may help protect lungs during physical activity, maintain the perceived smoothness of the epidermis, and support fertility in men.

### Lycopene + Midlife Adults

Increased lycopene levels correlate with a decrease in oxidized low-density lipoprotein (ox-LDL) cholesterol. Additionally, the nutrient can aid in the transport of lutein to the eye.

### Lycopene + Older Adults

The phytonutrient can benefit bone health in postmenopausal women, and was found to be beneficial to older men's wellness, too.

# Even a little bit can go a long way.

The human body can't produce carotenoids on its own, so getting the nutrition we need through diet and supplementation is essential.

Supplements especially can help ensure that we receive the nutrition we need on a regular basis. There is a different recommended dosage depending on the desired effect—check out the numbers below.



General Benefits 10 mg



Skin Health 10 mg



Prostate Health 10-15 mg



Cardiovascular Health 15 mg



Vision Health 15 mg



Bone Health 30 mg

Flip to p.7 to take a look at a few of our favorite studies involving lycopene.

## Small yet mighty.

Our microencapsulation techniques enhance the bioavailability and stability of ingredients while minimizing cross-interaction and protecting against oxidation. Take a look at our beadlet offerings to learn more.

### Lycored Alginate Beadlets (VBAF)



In this proprietary technology, active ingredients are encased by ionic complexes in algae.

- + ✓ Increased stability
- + ✓ Protection against cross-interaction
- + ✓ Reduced overage
- + ✓ Oxygen and moisture protection
- + ✓ Protects from mechanical stress
  - ✓ Halal
  - ✓ Halai
    ✓ Kosher
  - ✓ Vegetarian
  - ✓ Non-GMO
  - ✓ Acid resistant
- + ✓ Targeted release
  - Our most robust system—excellent tablet performance including high compression

### √ Good +√ Excellent

### Lycored Starch Beadlets



Here, we encapsulate our active ingredients in starch.

- + ✓ Increased stability and bioavailability
- + ✓ Protection against cross-interaction
- + ✓ Reduced overage
- + ✓ Oxygen and moisture protection
- + ✓ Protects from mechanical stress
  - ✓ Halal
  - ✓ Kosher
- ✓ Vegetarian
- ✓ Non-GMO
- ✓ Water dispersible
- + ✓ Targeted release
  - Excellent for hard shell capsules and powders

## We have just the thing.

All of the lycopene products you see below are part of our co-branding program and would appear listed as Lycored Lycopene alongside our seal (visible on p.1 of this booklet). For further details, please reach out to your dedicated sales associate.

### LycoBeads 5% VBAF

min. 5% natural tomato lycopene

Formulation Vegetarian, allergen free, microencapsulated alginate beadlets

### Application

Dietary supplements-suitable for hard shell capsules and tablets

### LycoBeads 20% VBAF

min. 20% natural tomato lycopene

Formulation
Vegetarian, allergen free. microencapsulated alginate beadlets

### Application

Dietary supplements-suitable for hard shell capsules and tablets

### LycoBeads S Beadlets 5%

min. 5% natural tomato lycopene

Microencapsulated tablet grade and water dispersible beadlets

Dietary supplements-suitable for hard shell capsules and tablets; food fortification

### LycoBeads S Beadlets 10%

min. 10% natural tomato lycopene

Microencapsulated tablet grade and water dispersible beadlets

Dietary supplements-suitable for hard shell capsules and tablets; food fortification

### LycoBeads 5%

### Specification

min. 5% natural tomato lycopene

Microencapsulated powder

Dietary supplements-suitable for hard shell capsules and tablets

### LycoBeads 20%

min. 20% natural tomato lycopene

Microencapsulated powder

Dietary supplements-suitable for hard shell capsules and tablets

# A few key takeaways about our lycopene:

- Vertical integration means you and your customers can trust in the quality of our lycopene.
- Microencapsulation ensures optimal bioavailability and increased stability.
- Natural lycopene, like ours, is the only form of the carotenoid with a clinical backing.
- Our trials and studies represent our dedication to putting wellness first and show that our products do what they promise.
- Lycopene is a carotenoid for the ages that supports heart, skin, prostate, eye, and bone health.
- Our product is generally recognized as safe (GRAS) and non-GMO.

## **Further Reading: Studies**

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## Let's chat.

Don't hesitate to get in touch. Contact us with questions, or just to say hello, at info@lycored.com

