



## **Lycored Inspires Others to Rethink Beautiful at Sundance Film Festival**

*'Letters for Love' initiative helps to raise awareness of ingestible skincare by promoting beauty from the inside, out*

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An innovative campaign by international wellness company Lycored is driving consumer engagement with ingestible skincare and helping to bring the category into the mainstream.

During the Sundance Film Festival in Park City, Utah last month, [Lycored](#), sponsored a letter-writing station with the 'Playing for Change' Foundation in the Music Lodge. The unique 'Letters for Love' initiative is an extension of Lycored's highly successful [#rethinkbeautiful campaign](#), designed to help set a foundation that beauty comes from within, and thereby promote the importance of ingestible skincare.

Starting with two stations at Sundance and a digital version, Letters for Love encourages people to write letters containing positive affirmations to themselves, echoing the message of beauty from within and self-love that originated with the #rethinkbeautiful campaign. The letters will be sent back to the writer when they least expect it, to remind them of the positive feelings they had at the time.

Lycored's campaign aims to challenge traditional notions of beauty and skincare, specifically raising awareness of their clinically-backed cosmeceutical, Lycoderm™, a Lycored Nutrient Complex Formulation for Skin.

Zev Ziegler, Vice President of Brand & Marketing at Lycored, said: "The full potential of the ingestible skincare category has so far not been fulfilled, largely because of the limitations of traditional thinking about beauty. Our goal is to disrupt typical industry messaging by spreading the idea that beauty comes from within. In turn, that creates an emotional connection with the concept of ingestible skincare. Now we hope to inspire even more people to go beyond 'skin deep' and take a moment to reflect on everything they love about themselves."

The station at Sundance was visited by a string of Hollywood stars including Charlize Theron. In addition to writing personal letters, they had the option to sign an enlarged replica of the postcard to share thoughts about what makes them feel beautiful. Those who signed included Tim Robbins, Armie Hammer and Jack Black, who wrote: "Beauty is the realization that life is an insane miracle." The initiative has featured prominently in consumer-facing media, including Hollywood Life.

To continue this second phase of the campaign Lycored will now set up letter-writing stations in different cities across the US.

The first part of the campaign came in the form of an intimate, candid video, back in August, which was promoted via a social media influencer program, further aiming to challenge the traditional notion of beauty and spreading the message that beauty is a feeling that comes from within.

To learn more about the #rethinkbeautiful campaign or to show yourself some love by writing a digital love letter, please visit <http://www.lycored.com/rethink-beautiful/>

**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).