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Lycopeneâ??s antioxidative powers on show at HI Japan

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Additionally, visitors will be able to reduce their own stress levels by getting a massage at Lycored's booth (1-103). The company will also offer juice shots containing Lycoderm, its proprietary blend of carotenoids for skincare supplements, and gummies containing Cardiomato, its whole tomato nutrient complex for heart health.

Hidesato Shimoto, Lycored's Head of Commercial (Health), Japan, said: "Oxidative stress causes damage to the cells and has been implicated as a cause of several diseases, including atherosclerosis. Lycopene is an incredibly effective antioxidant and we're constantly learning more about its many health benefits."

Golan Raz, Head of Lycored's Global Health Division, added: "Japanese consumers are among the most health-conscious in the world and they're demonstrating growing awareness of the importance of nutrition for cardiovascular wellness. At Lycored, we're passionate about the health benefits of lycopene and we're excited by the opportunity to spread the word at Health Ingredients Japan."

Mr Shimoto will give a presentation to the event on October 4th (13:00-13:50 at Seminar Place B). He will say that in addition to being an effective antioxidant, lycopene stimulates the body's own cellular defence mechanism against oxidative stress. Reduced levels of lycopene in the blood are associated with impaired vascular function and cardiovascular conditions such as hypertension. Lycopene also supports the health and appearance of the skin by reducing photodamage, and is effective in

protecting against eye diseases.

Lycomato, Lycored's standardized tomato extract is processed from selected ripe, non-GMO tomatoes that provide lycopene and other phytonutrients with antioxidant capacity. Supplementation increases levels of carotenoids in plasma, skin and adipose tissue.

Last year, Lycored created the Lycopedia, an interactive educational hub that tells the story of Lycopene and its effect on the body at different stages of life.