

Lycored's tomato extract gets non-GMO project verification

04 January 2019 | News

An Israeli company, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products.



2019 could be the year when demand for non-GMO products reaches a tipping point

An Israeli company, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products.

Lycored's proprietary blend for supplements, Lycomato® has become the first tomato extract to carry the Non-GMO (non - genetically modified organisms) Project Verified seal.

The seal gives consumers assurance that a product has completed comprehensive third-party verification for compliance with the Non-GMO Project Standard.

Lycomato is Lycored's first proprietary blend and remains one of its best-selling products. Certified in the US and EU, it offers a synergistic combination of carotenoids, tocopherols, and phytosterols, sourced from non-GMO tomatoes.

Zev Ziegler, Head of Global Brand & Marketing (Health) at Lycored, said: "Letting nature provide a path towards wellness has always been a core pillar of our company. In that light, we're proud to announce that Lycomato® has become the first Non-GMO Project verified tomato extract on the market."

Consumer demand for non-GMO products is rising sharply. The number of people who say they avoid GMOs has reportedly tripled over the past 11 years and currently stands at 46%*. Non-GMO Project Verified is the fastest growing label in the natural products industry, representing over \$26 billion in annual sales and more than 50,000 verified products for over 3,000 brands.**

Zev Ziegler added: "2019 could be the year when demand for non-GMO products reaches a tipping point. We're delighted that Lycomato will carry the Non-GMO Project Verified seal - it's another sign of our unwavering commitment to providing consumer-friendly products of the highest quality, efficacy, and safety."

