



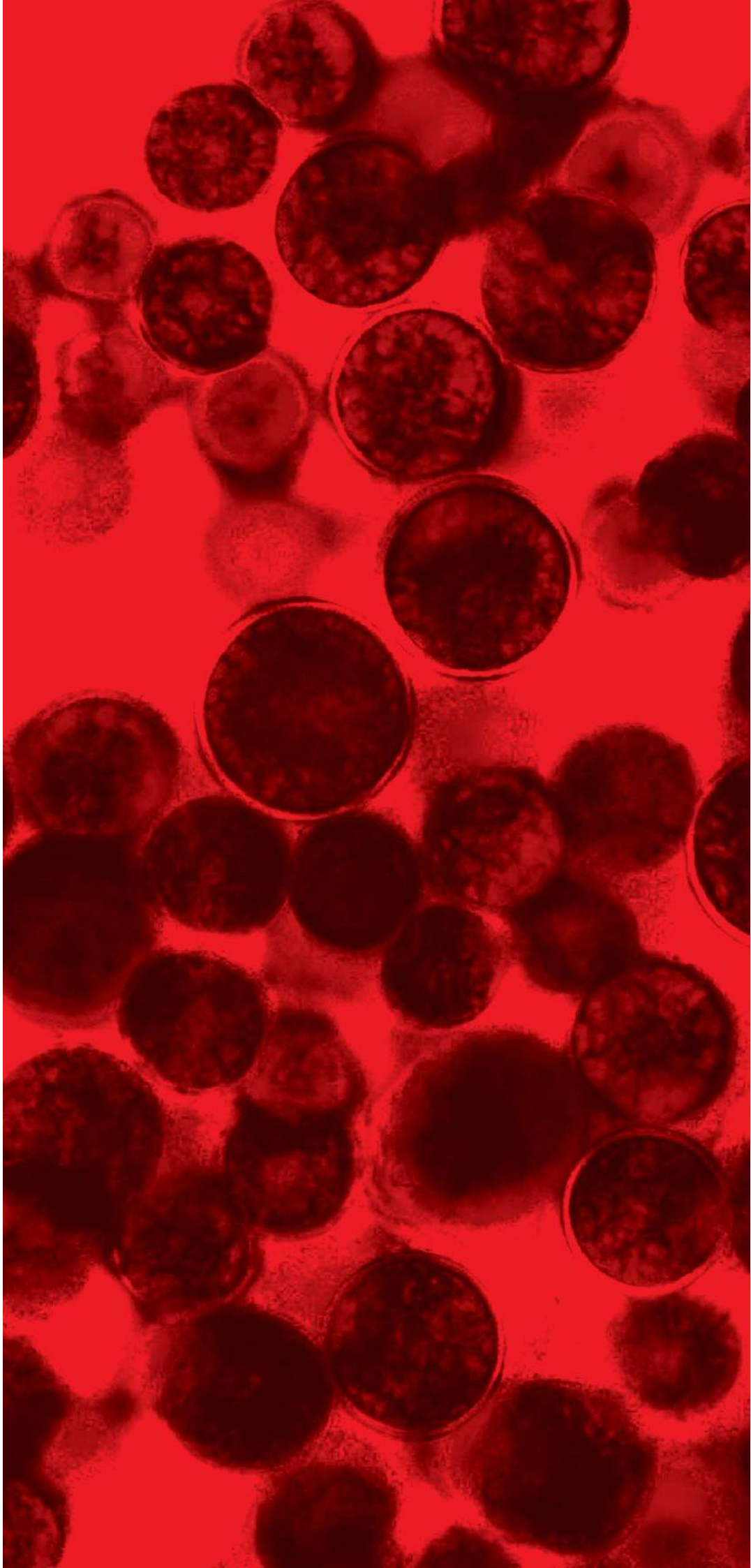
OPTIXANTHIN™

Feel the difference

Strongest Antioxidant

Helps your body cells *regenerate* naturally





Optixanthin Astaxanthin, **the most powerful antioxidant found in nature**

Our body produces free radicals as a result of normal metabolism, or in response to environmental toxins like pollution, UV radiation, and cigarette smoke. Antioxidants defend the body by neutralizing these free radicals. When the production of free radicals exceeds the body's antioxidant capacity, "oxidative stress" occurs, causing damage to cellular proteins and DNA

According to Nishida et al., natural astaxanthin is the most powerful antioxidant known to science. The protective role of astaxanthin was compared to different carotenoids in a pre-clinical study, in which astaxanthin reduced free radical damage on membrane structure by 40%¹. Acting as a "shield", astaxanthin thus protects cellular DNA from free radical attacks.

Comparison of astaxanthin's singlet oxygen quenching activity with common antioxidants²

Comparison Diagrams



800
Times
Stronger Than
CoQ10



560
Times
Stronger Than
Green Tea Catechins



500
Times
Stronger Than
Vitamin E



6000
Times
Stronger Than
Vitamin C



3000
Times
Stronger Than
Resveratrol

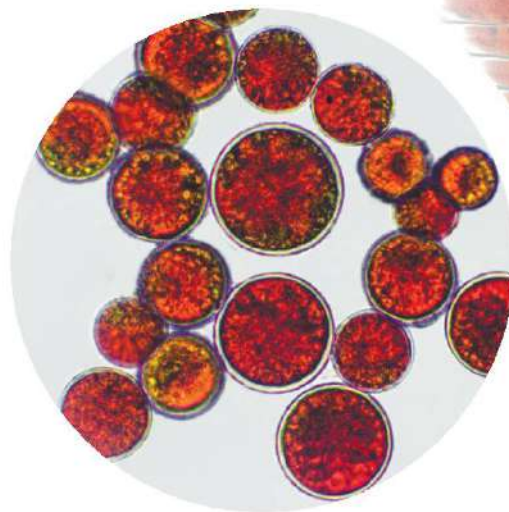


What is Natural Astaxanthin?

Astaxanthin is a red carotenoid that gives beautiful colours to many of the food that we consume. It is a micronutrient for marine organisms, which helps protect their cells and DNA from various environmental stressors. Known as the “King of Carotenoids”, astaxanthin has potent antioxidant and broad anti-inflammatory properties, providing protection from the inside out.

Boosted by research findings and driven by consumers' demand for natural, plant-based health products, Optixanthin astaxanthin, a nutraceutical ingredient is produced from the cultivation of microalgae *Haematococcus pluvialis*.

Almost at the bottom of the marine food chain, *H. pluvialis* supply astaxanthin and omega-3 fatty acids to fish and krill, and represents a sustainable as well as a vegetarian alternative to both.



H. pluvialis microalgae



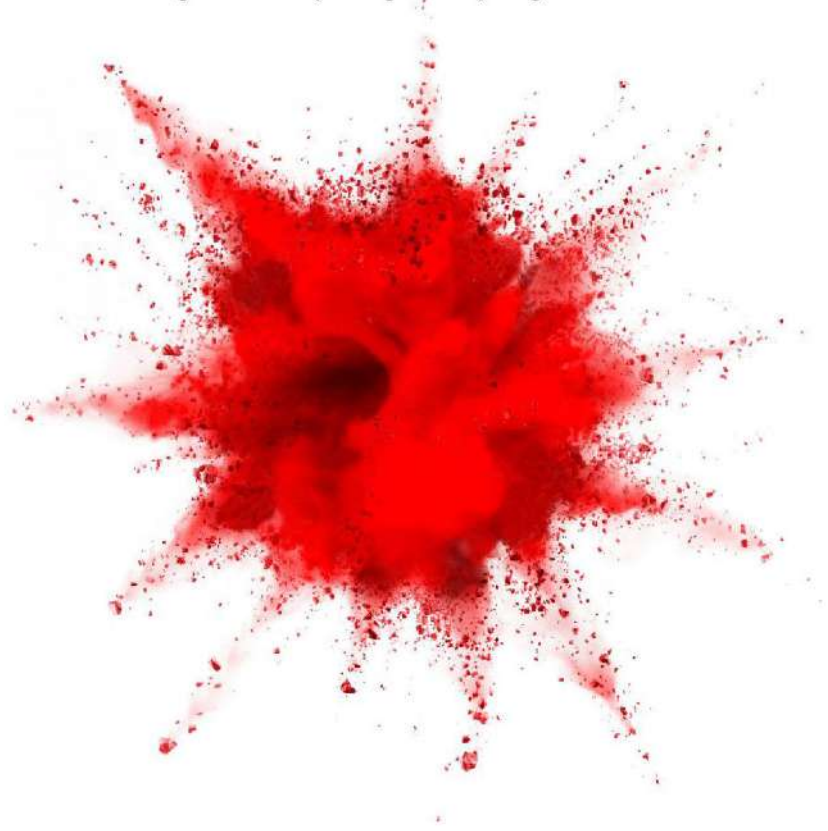
Astaxanthin powder

The highest concentration of astaxanthin can be extracted from *H. pluvialis* microalgae as compared to different sources



Optixanthin Astaxanthin: **The science- backed superfood** that is clinically- proven to have medical claims.

Today, a growing awareness on the importance of better quality of life has called for clinically-validated ingredients. As a functional food, astaxanthin fits this demand naturally. Astaxanthin is able to make a notable impact on the quality of a person's health span - the period of their life during which they are generally in good health.



“Our interest in not just living longer, but staying healthy for longer without suffering from medical issues”

There are more than 1800 studies done worldwide to demonstrate that astaxanthin has potential health benefits for various applications. Those strong findings encourage scientists to continue exploring these potentials in prevention and therapy of lifestyle diseases and geriatric syndrome.

“Bridging the nutrition gap between everyday life and lifestyle wellness”

Astaxanthin can be beneficial to:

- Reduce eye strain and improve focusing power^{3,4}.
- Act on multiple disease risk factors, chronic inflammatory disorder, and metabolic syndrome^{5,6}.
- Support heart and circulatory system^{5,6}.
- Boost up immune function.
- Slow down aging, making aging a graceful process.
- Increase muscle strength, flexibility, and mobility⁷.
- Enhance physical endurance and recovery in exercise-induced fatigue⁸.
- Promote skin health by inhibiting age-related skin deterioration e.g. wrinkles and elasticity⁹.
- Support gastrointestinal system.
- Preserve declining cognition and neurodegenerative disease.
- Improve men's health.



OPTI-C is a new formulation that combines Natural Astaxanthin, Phosphatidylserine (PS) from non-GMO soybean and Virgin Coconut Oil (VCO), which gives protection to the brain, eyes and general health of the body.



In this formulation, VCO is added to enhance the absorption and bioavailability of astaxanthin in the body. Astaxanthin crosses the blood-brain barrier and blood-retinal barrier, enabling **effective delivery of antioxidant and anti-inflammatory properties** to the brain, eyes, and different parts of the body. Phosphatidylserine slows down age-related cognitive decline, helps improve memory and cognitive ability for people of different age group.

“Natural Astaxanthin exerts a potent antioxidant and broad anti-inflammatory pathways at degenerative disease¹⁰”

Chronic inflammation, characterized by release of pro-inflammatory markers, is one of the major causes of accelerated aging and its associated diseases such as metabolic syndrome, chronic heart disease, and arthritis. Astaxanthin exerts the anti-inflammatory action through suppressing the expression of inflammatory mediators such as $TNF-\alpha$, PGE_2 , IL-6, IL-1 β , nitric oxide (NO) and NF- κ B, which reduces inflammation from all causes.

Direction for use:

Shake well before open

Adults: Mix 2 teaspoons (10mL) with your favourite food.

Children: Mix 1 teaspoon (5mL) with your favourite food.

**Start with half of the suggested dosage for 1 week, then gradually increase to normal dosage if experiencing gastrointestinal symptoms*



Dry eye syndrome (DES), a common **chronic eye inflammation** in this digital era can be reduced by the **antioxidant and anti-inflammatory** actions of astaxanthin¹¹. This effect is further strengthened by the moisture-retaining effect of VCO.



A synergistic blend from mother nature that helps to:

1. Protect the brain from neurodegeneration (Alzheimer's and dementia)¹².
2. Protect and improve eye health.
3. Boost sports performance.
4. Improve metabolic syndrome.
5. Support cardiovascular health¹³.



BEFORE



AFTER

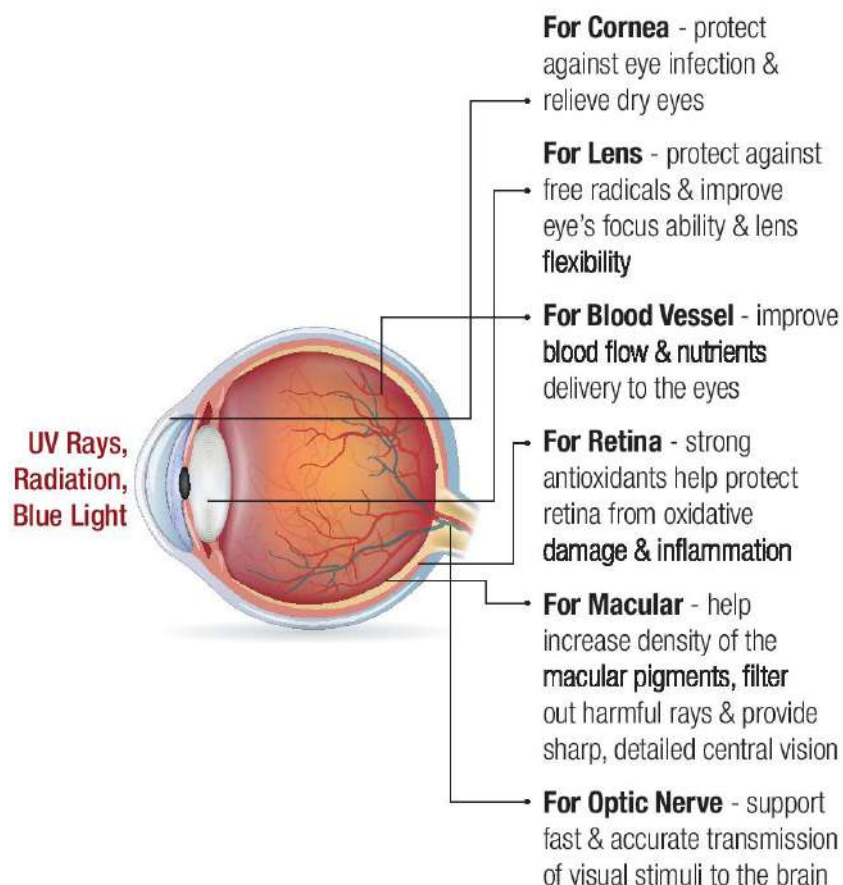
The combination of Natural Astaxanthin, Phosphatidylserine and Virgin Coconut Oil acts as a good brain food for the young and old, protecting the brain and preserving cognitive functions in the elderly



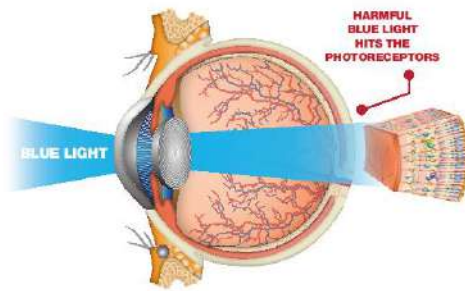
Opti-I consists of potent combination of Astaxanthin, Lutein, Vitamin C, Vitamin E, Vitamin B Complex, Zinc and Chromium to effectively combat free radicals, promote good eye health and sugar metabolism.



The formulation of Opti-I was created based on the evidences of AREDS study, added with clinically-validated ingredient astaxanthin and trace minerals, which are safe and effective to improve eye health. Opti-I helps the tired eyes to refocus; take it daily as a prevention or treatment option for aging eyes and diabetic eye diseases.

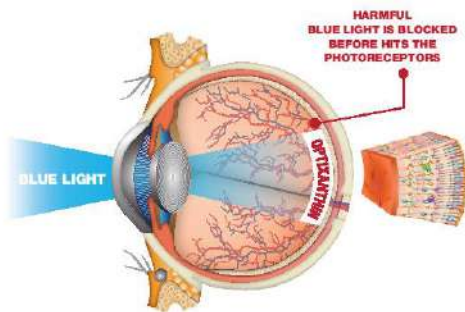


WITHOUT PROTECTION OF OPTI-I



VS

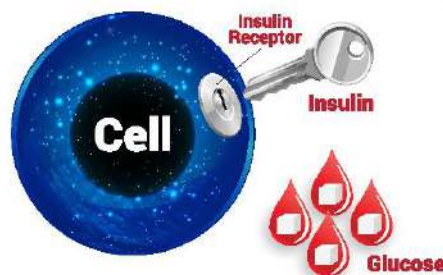
WITH PROTECTION OF OPTI-I



Eyesight is one of the most valuable of our five senses, yet it is the most vulnerable to damage from oxidative stress. The antioxidant and anti-inflammatory actions of astaxanthin help to protect the eyes and general health in various aspects.

A convenient on-the-go superfood formula:

1. Slow down aging of eyes and progression of presbyopia¹⁵ as aging is associated with decreased optical focusing potential.
2. Relieve dry eyes.
3. Protect against UV & blue light.
4. Strengthen eye muscle and **improve capillary blood flow.**
5. Reduce eye fatigue, eye irritation and blurred vision linked to visual display terminals use.
6. Improve vision & clarity.
7. Delay aging of eyes e.g. age-related macular degeneration (AMD) and cataracts.
8. Relieve eye redness and **inflammation.**
9. Better regulation and metabolism of blood glucose^{14, 16}.



OPTI-I IMPROVES THE CELL'S SENSITIVITY TO INSULIN

Insulin acts as a key to unlock cell, letting the blood glucose in for energy utilization. Glucose level in the blood is then reduced.



Direction for use:

Adults: Take 1 sachet, mix with 100mL of water, stir well before drinking.

Children: Take ½ a sachet, mix with 100mL of water, stir well before drinking.

Opti-B is a breakthrough formulation that synergistically combines Astaxanthin with Kelulut honey to boost energy and promote a robust immune system in a natural way.



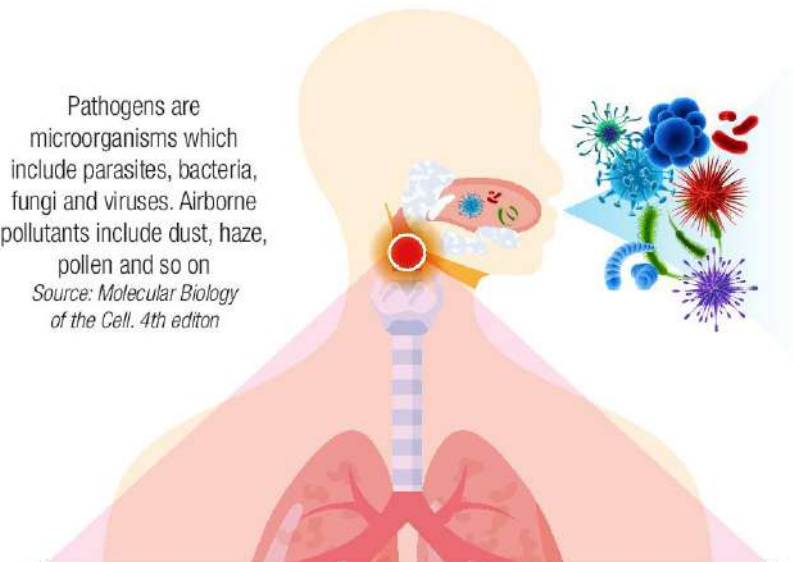
Astaxanthin naturally strengthens and balances the immune system. Astaxanthin enhances the production and capacity of immune cells. Lymphocytes secrete antibody and monocytes engulf invading organisms when the body is under infection. A research conducted by Park et al. shown that inflammation markers reduced whilst immune cell activity increased for individuals taking astaxanthin¹⁷.

The *Kelulut* honey is naturally infused with medicinal quality propolis, which renders potent antioxidant, anti-microbial, and anti-inflammatory properties to the honey.



Kelulut bees and their unique pot cerumens

Pathogens are microorganisms which include parasites, bacteria, fungi and viruses. Airborne pollutants include dust, haze, pollen and so on
Source: *Molecular Biology of the Cell, 4th edition*



A Weakened Immune System

In a person with weak immune system, lymphocytes production is not sufficient to fight off pathogens.



After taking astaxanthin with Kelulut honey, the lymphocytes are stimulated and increased in large number to fight off pathogens rapidly^{17, 18}



'Taking Opti-B stimulates the production and activity of lymphocytes to secrete antibodies in fighting off invading pathogens.'

A natural, safe, and gentle superfood combination:

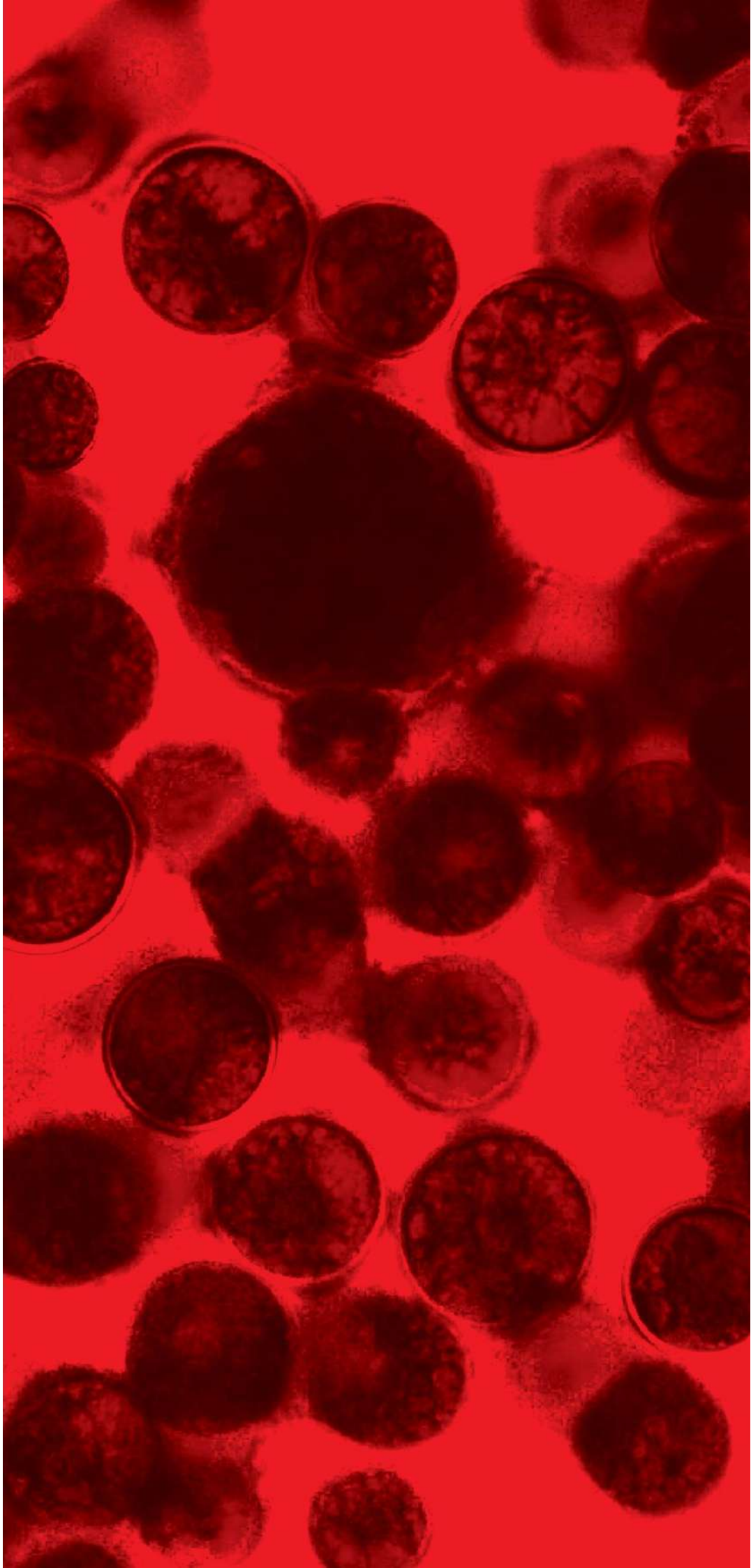
1. Strengthen & balance the immune system¹⁸.
2. Faster immune response (increase B & T cells)¹⁷.
3. Rapid energy boost.
4. Quick relief of sore throat, cough & cold¹⁹.
5. Improve wound healing and skin health²⁰.

Direction for use:

- Shake well before open. Consume 10g (7.5mL) directly, or mix with a glass (150mL) of water. Enjoy anytime during the day.
- Suitable for adults and children (3 years old and above).

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Feel the difference

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www.optixanthin.com.my  **Optixanthin**

Astaxanthin, from microalgae is recognized as safe (GRAS) by the USFDA.
Optixanthin OPTI-C, OPTI-I, and OPTI-B
are approved as Food Category by the MOH.

