

# NATURAL PRODUCT

# ASTAXANTHIN

THE MOST POWERFUL NATURAL ANTIOXIDANT ON THE PLANET



## Organic Red Pigment

Astaxanthin is part of the carotenoid family, an organic pigment produced by microalgae (*Haematococcus Pluvialis*), bacteria and plants.



## Control Multiple Free Radicals

Astaxanthin can neutralize multiple free radicals at any given time as well as control different types of free radicals. Most antioxidants can only handle one type of free radical one at a time, which is one aspect where Astaxanthin separates itself.



## Powerful Antioxidant

Carotenoids act as a natural antioxidant in the body. Of the 700 antioxidants discovered so far, astaxanthin has proven to be the most powerful.



## Cell Protection

When Astaxanthin acts as an antioxidant, it positions itself across the entire cell membrane, attaching itself to both the exterior, interior and lipid layer, offering entire protection for each cell.



## ASTAXANTHIN VS COMMON ANTIOXIDANTS

### FREE RADICAL ABSORPTION

As a free radical scavenger, Astaxanthin is

65



TIMES MORE POWERFUL THAN VITAMIN C

54



TIMES MORE POWERFUL THAN BETA-CAROTENE

14



TIMES MORE POWERFUL THAN VITAMIN E

### SINGLET OXYGEN QUENCHING

When it comes to singlet oxygen-quenching Astaxanthin is:

6000



TIMES MORE POWERFUL THAN VITAMIN C

800



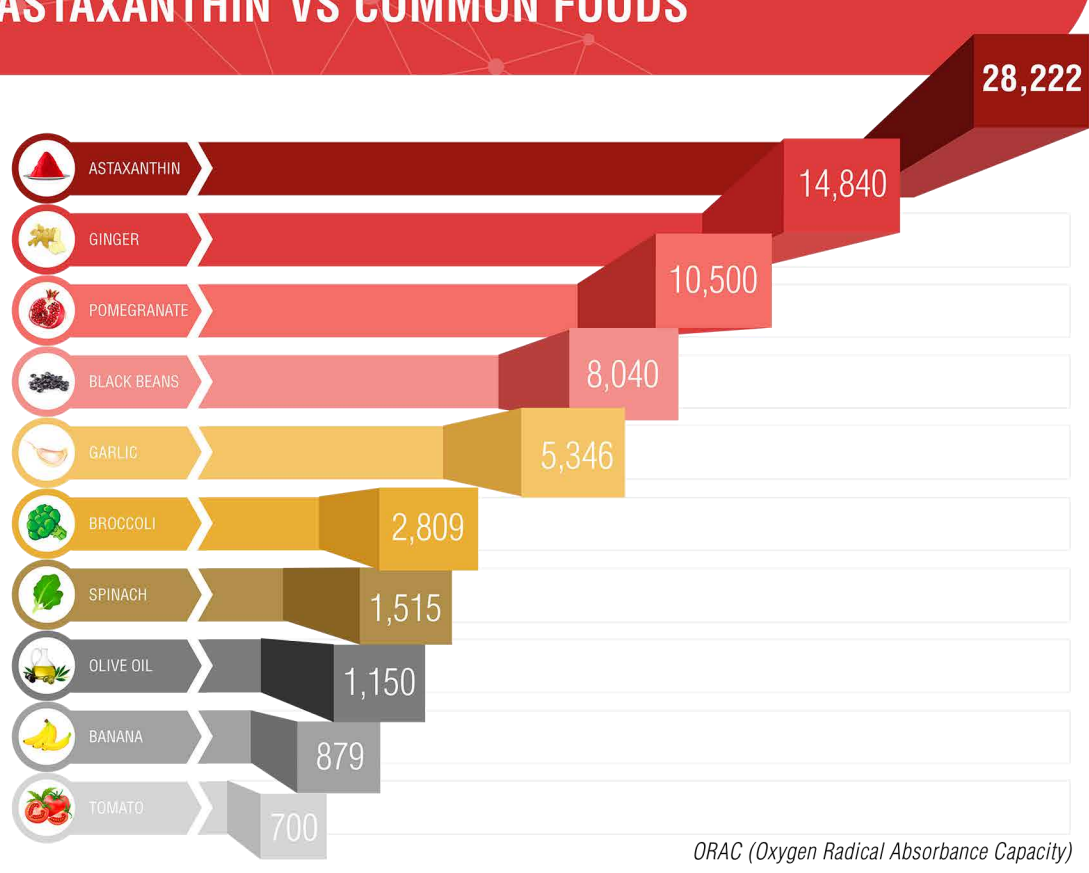
TIMES MORE POWERFUL THAN COQ10

550



TIMES MORE POWERFUL THAN VITAMIN E

## ASTAXANTHIN VS COMMON FOODS



ORAC (Oxygen Radical Absorbance Capacity)

## HOW ASTAXANTHIN CAN BENEFIT THE BODY

Most of Astaxanthin's human benefits stem from its amazing ability to **REDUCE INFLAMMATION**

High levels of inflammation result in **CELL DAMAGE, PAIN** and greater chance of **DISEASE**

### EYES

Our eyes absorb harmful UV rays every day which is why they contain high concentrations of antioxidants. Astaxanthin can boost antioxidant levels in the eye that decline with age, prolonging and reducing cell damage.

### BRAIN

Astaxanthin has the ability to cross the blood-brain barrier offering protection from harmful toxins that cause free radicals and cell damage within our brain.

### SKIN

When exposed to sunlight for extended periods our skin burns and becomes inflamed. Astaxanthin helps fight inflammation acting like an internal sunscreen, therefore, increases the skin's resistance to the sun.

### HEART

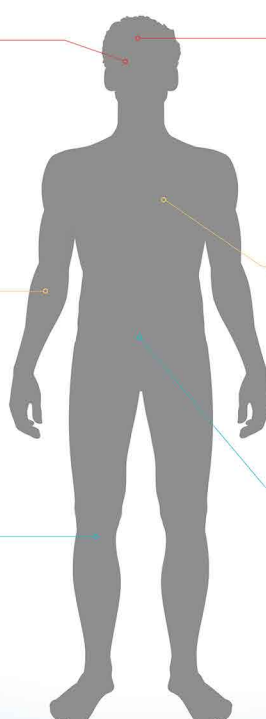
Astaxanthin has shown promise reducing blood pressure and improving cholesterol balance with its anti-inflammatory properties.

### JOINTS

As a potent natural anti-inflammatory, Astaxanthin can reduce joint pain and stiffness by controlling inflammation throughout the body.

### IMMUNE SYSTEM

Immune system cells are extremely sensitive to free radical damage with approximately 70-80% of our immune system residing in our gut. Our immune system is constantly exposed to toxins and free radical damage due to processed foods which is where Astaxanthin can offer great immune support.



## HOW NATURAL ASTAXANTHIN IS MADE IN NEW ZEALAND

01

A sterile, controlled environment is created for the algae, free from outside microbes and heavy metals

02

Haematococcus Pluvialis algae are cultured with purified filtered water to avoid contamination

03

After a few months of great nutrition, the algae reach maturity

04

The algae is exposed to UV light and seeks to protect itself by producing Astaxanthin

05

The natural Astaxanthin is extracted using a supercritical CO2

06

The concentrated Astaxanthin is set into gel capsules

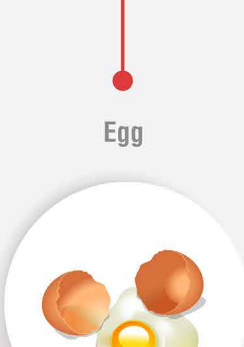
07

Without any chemical processing, the Astaxanthin is ready for shelves

## HOW TO TAKE ASTAXANTHIN

ASTAXANTHIN IS A FAT-SOLUBLE SUPPLEMENT, BEST TAKEN WITH A MEAL HIGH IN HEALTHY FATS FOR OPTIMAL ABSORPTION.

Egg



Avocado



Coconut



## THE SIDE EFFECTS OF ASTAXANTHIN

**THERE ARE NO KNOWN HARMFUL SIDE EFFECTS OF ASTAXANTHIN.**

- At extremely high doses (50mg) Astaxanthin may cause an orange tinge on the skin and result in slightly yellow feces.
- Not all Astaxanthin is biosynthesized by living microalgae. Synthetic Astaxanthin made in laboratories from petrochemicals has not been approved for human consumption.
- Astaxanthin has not yet been extensively studied in conjunction with prescription drugs and should be taken with caution.

