

*Discover
the **POWER** of
AstaReal® Astaxanthin!*

MADE IN SWEDEN

DESIGNED BY NATURE
BACKED BY SCIENCE





Astaxanthin - The King of Antioxidants

Natural astaxanthin is a carotenoid with a distinctive red color. In nature, astaxanthin is consumed by a variety of animals, such as salmon, lobster and flamingos. Their intake of astaxanthin is responsible for their vibrant reddish pink color. Astaxanthin is known to be one of the world's most powerful antioxidants. In fact, it is often called "The King of Antioxidants".

The primary and most abundant source for astaxanthin is the microalgae *Haematococcus pluvialis*. This unique unicellular green microalga can be found throughout the world in shallow freshwater bodies that dry out periodically, for example rock pools in the Stockholm archipelago.

The Essential Nutraceutical for Healthy Aging

Natural astaxanthin is a potent antioxidant and an effective anti-inflammatory agent. It has a unique structure that allows it to have a superior orientation inside the lipid bilayer of the cell membrane. Unlike most other antioxidants, natural astaxanthin can quench free radicals both in the inner and outer layer of the cell membrane. Through counteracting oxidative and inflammatory damage to mitochondria (cell powerhouses) and cells, natural astaxanthin contributes to a healthier aging.



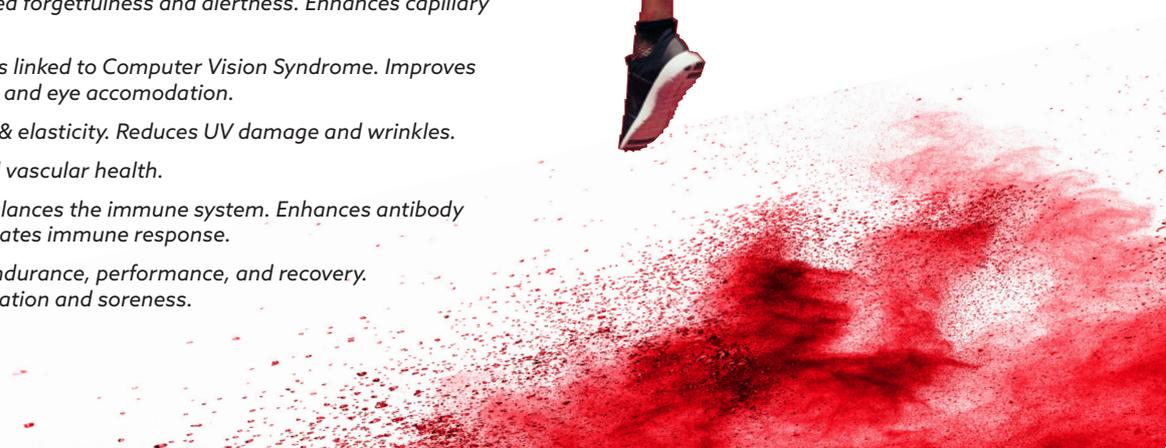


Health Benefits of AstaReal® Natural Astaxanthin

One of the primary causes of human aging is accumulated damage due to oxidative stress, which is caused when there is an imbalance between the levels of our endogenous antioxidants and free radicals. Free radicals are highly reactive molecules that can cause damage to the cells. Various factors like UV radiation, pollution, and excessive exercise can lead to overgeneration of free radicals in the body.

AstaReal® natural astaxanthin, as a potent antioxidant, has a broad range of clinically validated benefits for skin health, muscle endurance, performance & recovery, immune function, vision and eye health, cardiovascular health, and brain health. AstaReal® is the most studied source of natural astaxanthin worldwide, with over 150 studies, including 70+ human clinical trials.

- 1. Brain** *Improves age-related forgetfulness and alertness. Enhances capillary blood flow.*
- 2. Vision** *Improves symptoms linked to Computer Vision Syndrome. Improves capillary blood flow and eye accommodation.*
- 3. Skin** *Improves moisture & elasticity. Reduces UV damage and wrinkles.*
- 4. Heart** *Improves heart and vascular health.*
- 5. Immune system** *Strengthens and balances the immune system. Enhances antibody production. Accelerates immune response.*
- 6. Muscles** *Improves muscle endurance, performance, and recovery. Decreases inflammation and soreness.*





Superior Technology

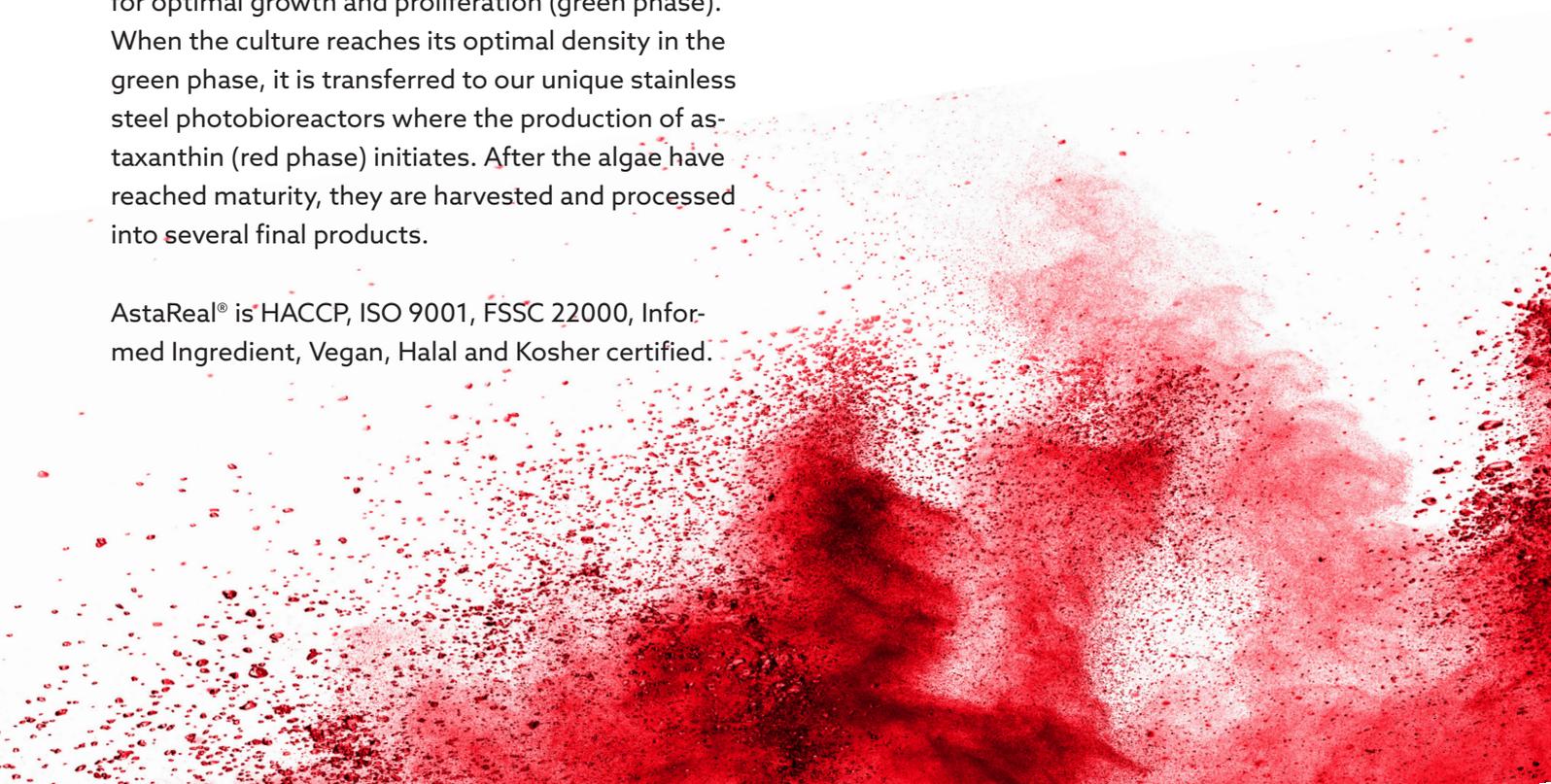
AstaReal AB has developed unsurpassed technology for cultivation of the *Haematococcus pluvialis* microalgae. AstaReal® natural astaxanthin is produced in a state of the art, indoor facility. The algae are grown in photobioreactors, under highly controlled hygienic conditions. This cultivation technique results in natural astaxanthin of the highest concentration, purity and quality available on the market. The cultivation process starts in our laboratory, where a seed culture is cultivated under sterile conditions to provide a pure culture. The culture is enriched with essential nutrients and light that allows for optimal growth and proliferation (green phase). When the culture reaches its optimal density in the green phase, it is transferred to our unique stainless steel photobioreactors where the production of astaxanthin (red phase) initiates. After the algae have reached maturity, they are harvested and processed into several final products.

AstaReal® is HACCP, ISO 9001, FSSC 22000, Informed Ingredient, Vegan, Halal and Kosher certified.

What Sustainability Means to Us

Sustainability is a natural part of our business where the connection between our vision – “To contribute to better health and wellbeing” and sustainability is crystal clear. For us, it is about contributing to better health and well-being, not only for the individuals’ sake, but also for our planet’s.

We work to contribute to eight of the global goals based on our two focus areas – “Achieve good health through an active and balanced lifestyle as well as responsible production and consumption”.



AstaReal® Astaxanthin Product Range

Bulk Products



AstaReal® A1010

Red astaxanthin-rich algal biomass, containing 5% natural astaxanthin.



AstaReal® L10

Red viscous oil, containing at least 10% natural astaxanthin.



AstaReal® EL25

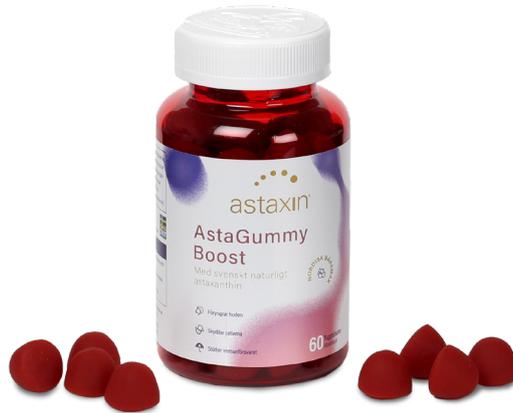
Red free-flowing, water-dispersible powder, containing 2.5% natural astaxanthin.

Retail Products



Astaxin® Classic

Natural astaxanthin, Vitamin C & E. Soft gelatin capsules.



Astaxin® Gummy Boost

Natural astaxanthin, Vitamin C & E. Gummies.



Astaxin® Active

Natural astaxanthin, Omega 3, Vitamin C & E & D. Soft gelatin capsules.

Animal Nutrition and Feed Products

AstaReal AB offers Novasta biomass and EB15 as feed-grade products containing one of the most powerful antioxidants in nature, natural astaxanthin. They have a wide range of feed applications, support animal wellbeing, fitness, and general health with benefits for muscles, eyes, brain, immune health and more.



Get in touch for further information and for business collaborations. Subscribe to our free monthly newsletter. Follow us on our social media channels to have access to the most interesting and up-to-date news!





Who We Are?

AstaReal AB is a pioneer and world leader in producing research-based natural astaxanthin products that are marketed under the AstaReal® brand. AstaReal® is the most studied brand of natural astaxanthin in the world and exceeds market standards. AstaReal AB has distinguished roots, spinning off from Uppsala University in Sweden, one of the world's most prestigious universities. In 1995, AstaReal AB launched Astaxin - the first human nutritional supplement containing a natural source of astaxanthin. Consumers and researchers alike have recognized the superior health benefits of natural astaxanthin, including the Swedish Cross Country Ski Team, who has been using Astaxin since 1995. AstaReal® bulk and retail products are backed by over 30 years of unrivaled expertise in microalgae cultivation and high-quality astaxanthin production. These products are developed and distributed through carefully selected agents globally.

Today, AstaReal AB together with its parent company Fuji Chemical Industries Co., Ltd, continue to lead the natural astaxanthin market with superior technology, product innovation and quality and a commitment to investing in human clinical research.

AstaReal continuously expands its global reach through strategic and smart business plans and innovative product developments aligned with consumer needs and market trends.

Secure your product superiority in the market through a lasting business partnership with AstaReal, and by including the original and most studied brand of natural astaxanthin in your new product formulation and developments. AstaReal AB supports joint product development, co-branding, co-marketing, research co-design, and more.

