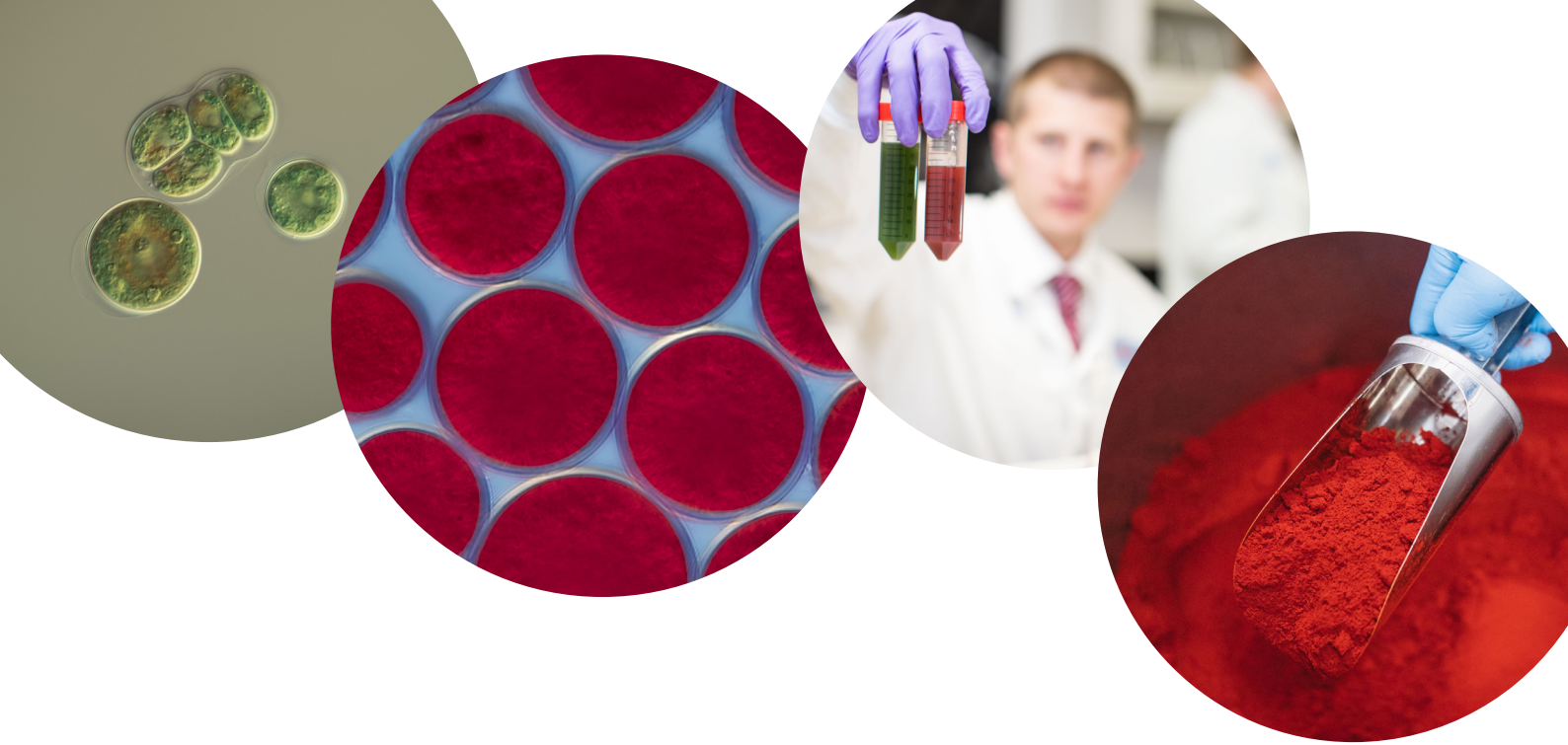


**Discover
the POWER of
AstaReal® Astaxanthin!**



*MADE IN SWEDEN
DESIGNED BY NATURE
BACKED BY SCIENCE*



Astaxanthin - The King of Antioxidants

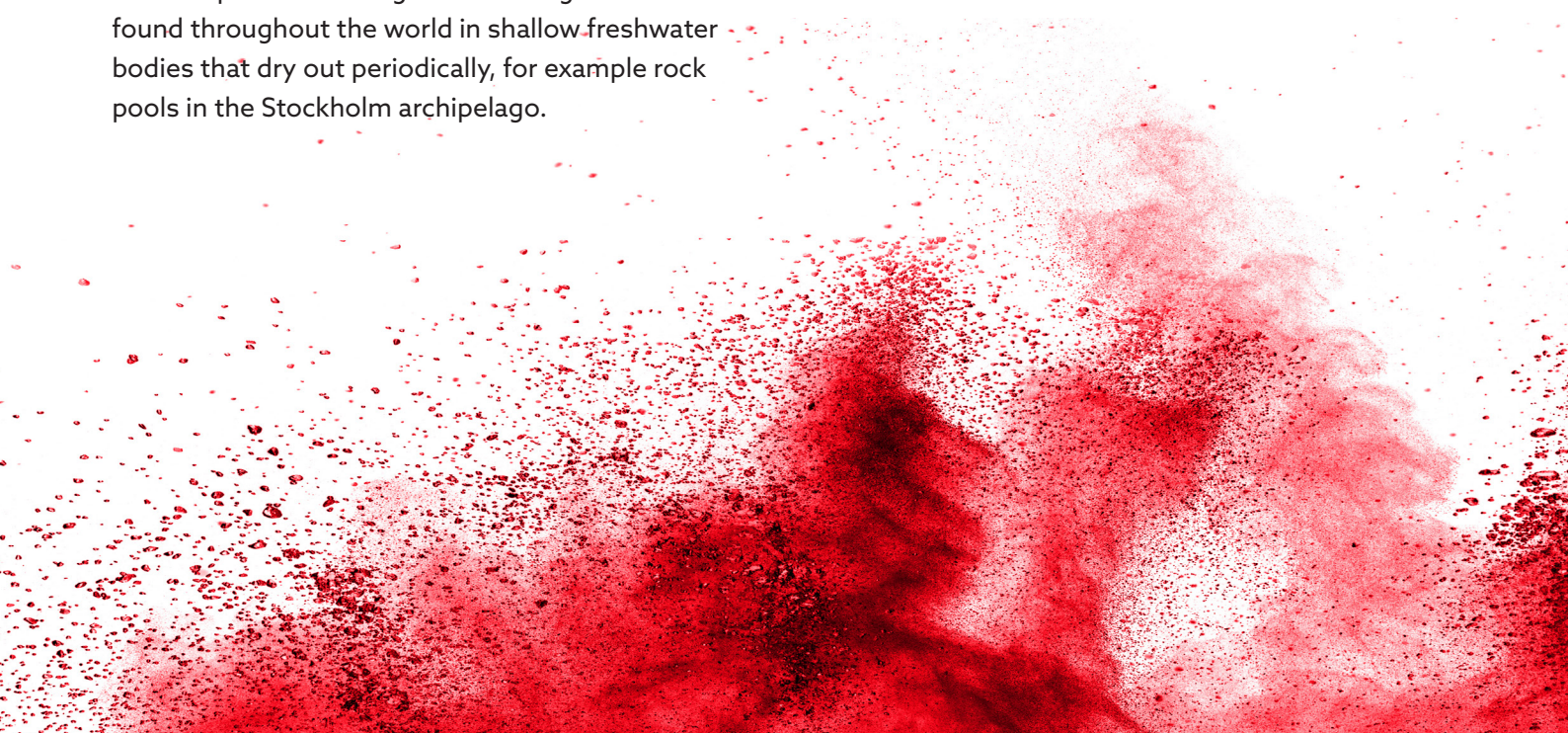
Natural astaxanthin is a carotenoid with a distinctive red color. In nature, astaxanthin is consumed by a variety of animals, such as salmon, lobster and flamingos and astaxanthin is responsible for their vibrant reddish pink color. Astaxanthin is known to be one of the world's most powerful antioxidants.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

The primary and most abundant source of 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 a superior orientation inside the lipid bilayer of the cell membrane.

Unlike most other antioxidants, natural astaxanthin can quench free radicals both on the inside and outside of the cells. 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 occurs when there is an imbalance between endogenous antioxidants and free radicals produced. 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 a surplus 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 performance (endurance and 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 performance (endurance and recovery). Decreases inflammation and muscle soreness.*





Superior Technology

AstaReal AB has developed unsurpassed technology for cultivation of the *Haematococcus pluvialis* microalgae. AstaReal® natural astaxanthin is produced in an indoor facility free of contaminants like heavy metals and environmental toxins. 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 an optimal maturity, the batch is harvested processed into several final products. All batches are carefully controlled for contaminants, astaxanthin content and unwanted biproducts. Only batches reaching AstaReal's high quality standards are released for sale.

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.

Of the 17 global goals for sustainable development, we have chosen to focus on the two where we can contribute the most: No. 3 Health and well-being and No. 12 Responsible Production and Consumption.

We work with continuous improvements to reduce our carbon footprint, and our overall aim is to halve our emissions by 2030 and to become a climate neutral company by 2026. We only use climate neutral energy, and excess heat from our production plant is reused as district heat in the nearby area.

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,
Vitamins C & E.
Soft gelatin capsules.



Astaxin® Vegan

Natural astaxanthin,
Vitamins C & E.
Soft vegan capsules.



Astaxin® Gummy Boost

Natural astaxanthin,
Vitamins C & E.
Gummies.



Astaxin® Active

Natural astaxanthin,
Omega 3,
Vitamins 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 animal supplements and 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 to discuss potential business collaboration opportunities. 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. 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 35 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 business plans and innovative product developments aligned with consumer needs and market trends.

AstaReal's dedication lies in pushing the boundaries of knowledge and driving innovation in the field of dietary supplements and natural cosmetics. Through research, collaborations with like-minded companies and organizations, and investment in scientific endeavors, AstaReal aims to make meaningful contributions to health on Earth.

