

# NATURE'S FOUNTAIN OF YOUTH

The same substance that gives salmon and krill oil its pink colour also happens to be one of nature's most powerful antioxidants, anti-inflammatory agents, and ally in overall health.

Astaxanthin is a unique red carotenoid produced in the microalgae *Haematococcus pluvialis*. When nature puts algae in stressful conditions, it shields itself with the nutrient-rich algae oil astaxanthin, a versatile compound with a unique range of health benefits:



SKIN



JOINT



BRAIN



EYE



MUSCLE



HEART

## TURN BACK THE CLOCK – ASTAXANTHIN BIG 5

### JOINTS

Oxidative stress and chronic inflammation are often the underlying causes of joint pain associated with rheumatoid arthritis. **Astaxanthin tackles the root of the problem. Sustained joint relief** is one of the most common reports from astaxanthin users.

### VISION

Oxidative stress from UV radiation and age is associated with age-related macular degeneration. Astaxanthin has been shown to reduce this oxidation in the eye, **slows degeneration and often improves vision, blurriness and eye soreness.**

### WRINKLES

Exposure to UV radiation and age lead to the formation of wrinkles. Astaxanthin works to repair damaged skin cells but reducing inflammation and boosting collagen production. Studies show cosmetic benefits via **reduced fine lines and improved skin moisture & elasticity.**

### COGNITION

As we age, our brain's immune system can become more active than necessary, damaging neuro-pathways. Astaxanthin has been shown to reduce this inflammatory damage, **aiding cognition and possibly preventing neuro-conditions.**

### HEART

Astaxanthin has been shown to help **lower elevated levels of LDL (bad cholesterol) and blood pressure.**



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