

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

EYE PROTECTION FROM UV & BLUE LIGHT

KING OF CAROTENOIDS

As nature's most powerful carotenoids, **Astaxanthin protects algae from harsh UV light** and allow them to survive on land for weeks and months on end. In humans, astaxanthin **crosses the blood-retinal barrier** and directly benefits eye health.

THE PROBLEM WITH BLUE LIGHT

Our eyes lack the ability to effectively block blue light from being absorbed in the retina. Never in human history did we expose our eyes to this much blue light, so the American Optometric Association states that **70% of people who work at a computer will experience some degree of eye dysfunction.**

ASTAXANTHIN REDUCES EYE FATIGUE

Studies showed that astaxanthin alleviated symptoms of eye fatigue, **boosts the eye's ability to focus and refocus and reduces screen-mediated discomfort.** Astaxanthin scavenges free radicals in the retina and the ciliary muscle, and increases blood and nutrient availability, and lowers inflammation caused by blue light.



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