

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

THE NEXT BIG THING IN SKIN CARE

VEGAN COLLAGEN BUILDER

UV radiation, age, diet, and other stressors trigger oxidation in skin cells, which accelerate visible aging. Astaxanthin counters this oxidation and repairs damaged skin cells. It also **boosts the body's production of collagen**. Studies show cosmetic benefits via **reduced fine lines and improved skin moisture & elasticity**.

SHIFT TOWARDS CLEAN LABEL COSMETICS

2019 was the year of collagen. And with that, the advent of nutritional supplements as the new frontier in the beauty and skincare categories. Innovative brands are launching collagen-infused matcha or tasty astaxanthin gummies. **Consumers are forcing mainstream skincare brands to reformulate their topical products using natural ingredients**, while becoming more and more aware that **beauty starts from within**.



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