



## ASTAZINE® RECEIVES NOVEL FOOD APPROVAL

**November 23, 2016** – [BGG](#) and its subsidiary Algae Health Sciences ([AlgaeHealth](#)) announced today that their flagship product, AstaZine® Natural Astaxanthin, has won Novel Food approval from the Food Safety Authority of Ireland.

The new approval will allow BGG to market its AstaZine® line throughout Europe. This important achievement builds on two previous successful petitions for AstaZine® with the US FDA: The first at a dose that does not exceed 12mg of Astaxanthin per day, and the second at a dose that does not exceed 24mg of Astaxanthin per day for a period of thirty days. Following the substantial equivalence opinion released by the Food Safety Authority of Ireland, AstaZine® will be placed on the EU market as an ingredient in food supplements at the current levels of usage.

Commenting on the news, **Christian Artaria**, CEO of BGG Europe and CMO of BGG group, said: *“We are extremely pleased to receive this approval that allows us to market AstaZine® throughout all EU countries. We are also extremely happy with our regulatory submission track record in EU and US with our fourth successful notification on AstaZine®. This is not only a sign of the quality of BGG products, but also a sign of the excellent service that we provide to our customers including our regulatory support.”*

BGG's [AlgaeHealth](#) subsidiary produces AstaZine® in a variety of forms including Organic Certified *Haematococcus pluvialis* microalgae powder; 5%, 10% and 20% oleoresin; 2% water soluble powder; 2.0% and 2.5% microencapsulated beadlets.

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### **About BGG Group:**

Founded in 1995, BGG is specialized in development and manufacture of fruit and botanical extracts, microalgae secondary metabolites, natural vitamins, natural sweeteners and flavour enhancers for use in the dietary supplement, food/beverage, cosmetics and pharmaceutical industries. BGG employs about 400 staff, has 5 production sites, international branches in North America, Japan, China and Switzerland and manages sales in more than 20 countries. BGG is ISO9001, ISO22000 and GMP certified.

**Further Information on BGG:** [www.bggworld.com](http://www.bggworld.com)





**About Algae Health Sciences, Inc.:**

Algae Health Sciences, Inc. ([AlgaeHealth](http://www.algaehealthsciences.com)), a subsidiary of BGG, focuses on research, production and marketing of efficacious ingredients from natural algae sources. AlgaeHealth is the first company worldwide to receive Organic Certification for its Astaxanthin algae source, and AlgaeHealth's flagship product, AstaZine® is the world's purest Natural Astaxanthin. With the second largest production capacity for Natural Astaxanthin from microalgae, AlgaeHealth plans to become the world's largest producer in late 2020. The company has facilities in USA, Switzerland, Japan and China.

**Further information on AlgaeHealth:** [www.algaehealthsciences.com](http://www.algaehealthsciences.com)

**Further Information about Astaxanthin:** <https://www.youtube.com/watch?v=KB-zd81TRus>

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