



BGG World Announces the Second Doubling of its Astaxanthin Farm's Capacity in the Last Two Years

Irvine, California, April 20, 2022 – [BGG World](#) (BGG) and its subsidiary [Algae Health Sciences](#) (AHS) announce the second major expansion of their state-of-the-art, [100% glass tube photobioreactor microalgae farm](#) in the last two years. This expansion will double the current capacity of BGG's flagship AstaZine® Natural Astaxanthin line. Plans have already been finalized and the groundbreaking will commence on May 1, 2022 with a one-year projected completion date. The expansion is located in the same pristine region as the existing farm, approximately one kilometer from the current facility.

[BGG's farm](#) is already the world's largest, hence doubling the size again will make BGG far-and-away the market leader in Natural Astaxanthin from microalgae. This expansion is necessitated by two factors—an increase in overall worldwide demand for Astaxanthin, and a move by brands around the world to use AstaZine®. “The worldwide market for Astaxanthin is robust, plus brands around the world are embracing our clinically-validated AstaZine® ingredient as the world's most innovative and highest quality Natural Astaxanthin,” said Shaheen Majeed, CEO of BGG Americas and Algae Health Sciences. “The team, led by Peinan Zhang, BGG's Global Product Manager for Astaxanthin, realized that this investment was the only sustainable way forward to answer the increasing demand as consumers increasingly understand the importance of using Astaxanthin for improving human health.”

BGG's innovation in the Astaxanthin industry has led to several “firsts” including the world's first organically-certified Astaxanthin product; the only Astaxanthin brand that has two Novel Foods approvals in the EU for two different extraction methods; and the only Astaxanthin that has an NDI in USA over 12mg per day (at 24mg). In addition, AstaZine® has demonstrated efficacy in several human clinical trials; is patented for the use of Astaxanthin to support heart function during exercise; and leads the market with 289 Structure/Function claims submitted to USA FDA without objection.

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About BGG

BGG is a global B2B supplier of ingredients sourced from nature that improve consumer wellness. Building on 27 years of innovative leadership, BGG provides consumer product makers with efficacious ingredients of outstanding quality. This is achieved by specialized sourcing, cultivation and production in the best global regions. BGG's extensive portfolio originates from algae, fruits and plants. BGG employs a staff of approximately 450, has six production sites, international branches in USA, Japan, China and Switzerland and manages sales in more over 100 countries. BGG is ISO9001, ISO22000 and GMP certified.



About AstaZine®:

[AstaZine®](#) is Natural Astaxanthin, a naturally occurring carotenoid extracted from *Haematococcus pluvialis*. Research has shown ten distinct health benefits in over 100 clinical trials for algae-based Astaxanthin. Health benefits include eye & brain health; skin health & “beauty from within;” immune system modulation; cardiovascular support; anti-aging properties; and support for athletes and active people.

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Further Information on BGG: www.bggworld.com

Further Information on Algae Health Sciences: www.algaehealthsciences.com

Aerial Video of BGG’s Current State-of-the-Art, 100% glass-tube Astaxanthin Farm:

<https://www.youtube.com/watch?v=ZZke7krZg6E>

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Please Note: The physiological activity of the ingredient described herein is supported by published clinical research. Marketers of finished products containing this ingredient are responsible for whether claims made are lawful and in compliance with the laws of the country or countries in which they will market the product. These statements have not been evaluated by the US Food & Drug Administration nor regulatory bodies in other countries. This product is not intended to diagnose, treat, cure nor prevent any disease.