



“Algae Health Sciences” (a BGG Subsidiary) Created to Focus on Nutritional Ingredients from Algae

March 3rd, 2016 – [BGG](#) is a [worldwide leader in Astaxanthin production](#) and technology, with the world’s second largest capacity to produce Natural Astaxanthin from microalgae and products unsurpassed in purity, potency and overall quality. And with plans in place to become the world’s largest producer in 2020, [BGG](#) has quickly become a force in the growing market for Astaxanthin.

The leadership of BGG believes that nutraceutical ingredients from algae will rapidly develop into a large and thriving segment of the supplement industry. With this belief in mind, [BGG](#) has decided to spin off its Astaxanthin farm into a subsidiary in which BGG will remain the major shareholder that will have its sole focus on the production and marketing of efficacious ingredients from natural algae sources. The company will be named “[Algae Health Sciences, Inc.](#)” but will go to market simply as “AlgaeHealth.” The company will have facilities in USA, Switzerland, Japan and China. While it will be a separate corporate entity, AlgaeHealth will continue to utilize BGG’s quality facilities and scientists as well as its worldwide Sales Team.

“Our goal is to provide the absolute highest quality algae-based ingredients at favorable pricing,” said industry veteran Joe Huff, CEO of AlgaeHealth’s US-based operation. *“We plan to introduce new products on a consistent basis in the coming years, but for now we’re extremely excited about the prospects for our flagship product Astaxanthin. And we’re thrilled to have the worldwide reputation for quality ingredients that [BGG](#) has gained over the last twenty years backing us.”*

In addition to Mr. Huff who has served in a variety of roles in the supplement industry including Sales, Purchasing and Quality, AlgaeHealth has also employed Bob Capelli as its Executive Vice President of Global Marketing. Mr. Capelli has spent the last 14 years researching, publicizing and marketing Astaxanthin. He has been published extensively including the world’s first book on Astaxanthin, peer-reviewed papers, magazine articles as well as appearing on countless radio and TV shows around the world as an expert on Astaxanthin. *“I’m honored to be part of this new company and to work closely with a person with a deep knowledge of our industry like Joe Huff. We’re going to make a great team to get the word out about Astaxanthin’s incredible health benefits and increase consumer awareness. Our primary objective is to bring the whole Astaxanthin industry to new levels of success and make ‘Astaxanthin’ a household word in the coming years.”*





AlgaeHealth will be displaying at their first industry trade show, Natural Products Expo West/Engredea in Anaheim, California March 10 – 13 at booth #468. For more information, please contact us at info@algaehealthsciences.com

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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 and Switzerland and manages sales in more than 20 countries. BGG is ISO9001, ISO22000 and GMP certified.

Further Information on BGG: www.bggworld.com

About Algae Health Sciences, Inc.:

[Algae Health Sciences, Inc.](#) focuses on the production and marketing of efficacious ingredients from natural algae sources. With the world's second largest capacity to produce Natural Astaxanthin from microalgae, Algae Health Sciences, Inc., plans to become the world's largest Astaxanthin producer in 2020. The company has offices in USA, Switzerland, Japan and China.

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

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BGG

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