



BGG Announces an Additional Novel Food Approval for AstaZine®

Irvine, CA, USA, January 11, 2017 – [BGG](#) and its subsidiary Algae Health Sciences ([AlgaeHealth](#)) announced today that their flagship product, AstaZine® Natural Astaxanthin, has won an additional Novel Food approval from the Food Safety Authority of Ireland. This new regulatory achievement is for BGG’s “Made-in-Europe” supercritically extracted *Haematococcus pluvialis* Flotow oleoresin products.

“We are extremely happy to offer Astaxanthin in two different grades including our premium supercritical CO₂, solvent-free extraction line as well as our ethanol-extracted line, both now with full regulatory approval in the EU,” said **Christian Artaria**, CEO of BGG’s European operations and CMO for the BGG Group. “This is yet another regulatory accomplishment in a quickly escalating list that includes innovations such as the first NDI for Astaxanthin greater than 12mg per day dosage.”

BGG is now the first company to have European Novel Food approval for both supercritical and ethanol extracts.

“Our goal is to give our customers a variety of options, innovative opportunities, and worldwide marketing reach including the most important regulated markets in our sector such as the USA, Europe, Japan and Australia,” said **Bob Capelli**, Algae Health Sciences Executive Vice President Global Marketing.

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About BGG Group:

Founded in 1995, [BGG](#) specializes in the development and manufacture of fruit and botanical extracts, microalgae secondary metabolites, natural vitamins, natural sweeteners and flavor enhancers for use in the dietary supplement, food & beverage, cosmetics and pharmaceutical industries. BGG employs a staff of approximately 400, 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

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About Algae Health Sciences, Inc.:

Algae Health Sciences, Inc. ([AlgaeHealth](#)), 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 2020. The company has facilities in USA, Switzerland, Japan and China.

Further information on AlgaeHealth: www.algaehealthsciences.com

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

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BGG

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