



BGG Announces Astaxanthin Water Dispersible Emulsion

for Drink Applications using its new Dispersa® technology platform

Irvine, CA, USA, Oct 10, 2018 – [BGG](#) and its affiliates Solix Algedredients ([Solix](#)) and Algae Health Sciences ([AlgaeHealth](#)) announced today that their flagship product, AstaZine® Natural Astaxanthin, has been released in a perfectly water dispersible emulsion form for use in drink applications. This product features a new technological platform trademarked as Dispersa® that will be used for other BGG products in the future. This innovative technology resolves two key complications common in competitive “water dispersible” Astaxanthin products: Ineffective dispersion in water applications and residual staining of consumers’ mouths and packaging containers. “We’ve seen competitive products claiming to be water dispersible which have sedimentation and suspended particles after mixing,” said Lixin Ding, PhD, General Manager of BGG North America. “Astaxanthin using Dispersa® technology is completely transparent and stable over time with no aggregation, sedimentation or suspension of Astaxanthin.”

This product was developed in Switzerland under the direction of BGG Europe’s CEO Christian Artaria who decided to begin with Astaxanthin due to a lack of performance in this category. “We’re extremely enthusiastic about this state-of-the-art development,” said Mr. Artaria. “Astaxanthin is an ideal ingredient for several different applications that lend themselves to a drinkable delivery method, such as sports drinks and anti-aging health shots. Now we can offer a truly suitable solution for pioneering brands to bring the benefits of Astaxanthin to their consumers in drinkable form.”

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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 and natural vitamins for use in the dietary supplement, food & beverage, cosmetics and pharmaceutical industries. BGG recently merged with Solix Algedredients of Fort Collins, CO, USA to enhance their position in the field of algae-based ingredients. 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 over 100 countries. BGG is ISO9001, ISO22000 and GMP certified.

Further Information on BGG: www.bggworld.com





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About Solix Algredients, Inc.:

Solix Algredients, Inc. ([Solix](#)) is a B2B supplier of algae-based natural ingredients that benefit health conscious consumers. Since 2006, the USA-based company has been a recognized leader in algal cultivation and has demonstrated its technology at scale. Solix applies its algae supply chain experience and expertise to market Solasta® Astaxanthin, Solmega® DHA Omega-3 and other natural algal ingredients. Solix Algredients is headquartered in Fort Collins, Colorado. For more information please visit www.solixalgredients.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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