



BGG Announces New Name for Algae Subsidiary and Website Launch

Irvine, California, August 11, 2016 – [BGG](#) announced today a new name for its algae subsidiary along with a new, comprehensive website. The subsidiary will be called Algae Health Sciences, Inc. moving forward which will be shortened to [AlgaeHealth](#) in its logo and for trade relations. AlgaeHealth's marketing tagline will be "Improving Health with Algae." The new website can be found at www.algaehealthsciences.com

"We found ourselves in a trademark dispute with another company with a different but similar name and chose to change our name rather than litigate," said Joe Huff, CEO of AlgaeHealth's North American operation. "To be honest, this worked out fine as we prefer the AlgaeHealth name. It reflects our company's mission very well: To research, produce and market efficacious ingredients with unsurpassed quality from algae to improve health."

The new [website](#) has some excellent features related to AlgaeHealth's flagship product AstaZine® Natural Astaxanthin including:

- A 600+ page list of abstracts on Astaxanthin separated into health benefit categories
- An infographic summary of the above research
- An extensive medical research library on Astaxanthin
- A list of over 200 Structure / Function claims for AstaZine® that have been submitted to the US FDA without objection

"We have the world's first organically certified Astaxanthin crop and the world's second largest production capacity for Natural Astaxanthin along with unsurpassed product quality, and we want to have a state-of-the-art website to match," added Mr. Huff.

[AlgaeHealth](#) 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 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

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

About BGG Group:

Founded in 1995, BGG specializes in the development and manufacture of fruit and botanical extracts, microalgae, natural vitamins, natural sweeteners and flavor enhancers for use in the dietary supplement, food/beverage, cosmetics and pharmaceutical industries. BGG employs about 400, has 5 production sites, international branches in USA, Switzerland, Japan and China 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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