



NOW Foods and AlgaeHealth Announce NOW's Launch of Astaxanthin Derived from Organic Microalgae

Bloomington, IL, November 30, 2017 – Natural products manufacturer NOW® (nowfoods.com) and Algae Health Sciences, Inc. (AlgaeHealth), a subsidiary of BGG, announced today NOW's launch of Astaxanthin capsules containing AstaZine® Natural Astaxanthin derived from Organic *Haematococcus pluvialis* microalgae. The product is being launched in a 4mg dose with 90 capsules per bottle. The two-piece hardshell capsules feature Capsugel's V-caps®, which are organic compliant, certified vegan, Non-GMO Project Verified, Halal and Kosher. Astaxanthin acts as a free radical scavenger, supports healthy immune function and healthy aging.*



“We’re pleased to be one of the first brands to feature AlgaeHealth’s AstaZine® Astaxanthin because it is derived from Organic algae and fits so well with our commitment to products that are both supported by research and delivered as nature intended,” said Jim Ritcheske, NOW’s product marketing manager. “This Astaxanthin is a whole-food nutrient source from spray-dried algae powder that is suitable for vegans. The algae has been certified organic by leading European organic certifier EcoCert.”

“It’s a great honor for AlgaeHealth to have the NOW brand distribute our AstaZine® Astaxanthin,” said Bob Capelli, EVP Global Marketing for AlgaeHealth. “I’ve watched with incredible admiration during my 27 years in the supplement industry as NOW has grown to become a true leader in the Natural Channel. Their demonstrated commitment to quality and efficacious nutrients has earned the trust of consumers in the USA and around the world.”

***This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.**

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About NOW:

Founded by Elwood Richard in 1968 on the belief that natural is better, NOW Foods has grown from a small family operation into one of the most highly respected manufacturers in the natural products industry. Still a family-owned company today, NOW provides customers with a comprehensive approach to wellness by offering more than 1,400 natural dietary supplements, foods, sports nutrition and personal care products. NOW is committed to offering safe, affordable products of the highest quality, and is a highly regarded advocate in the natural products industry. Its state-of-the-art manufacturing facility in Bloomingdale, Ill., has been GMP (Good Manufacturing Practices)-certified since 2000 and its in-house laboratory capabilities are among the best in the industry. The company has over 1,500 employees, and its products are sold in more than 60 countries. After nearly 50 years in the natural products industry, NOW remains committed to its original mission – to provide value in products and services that empower people to lead healthier lives. www.NOWFoods.com

About Algae Health Sciences, Inc.:

Algae Health Sciences, Inc., a subsidiary of BGG, focuses on the production and marketing of efficacious ingredients from natural algae sources. With the second largest capacity to produce Natural Astaxanthin from microalgae, Algae Health Sciences plans to become the world's largest Astaxanthin producer in 2018. The company has facilities in USA, Switzerland, Japan and China.

Further information: www.algaehealthsciences.com

Further Information about Astaxanthin: <https://www.youtube.com/watch?v=GSRShc9-tsl>

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