



## **AlgaeHealth Announces AstaZine® Natural Astaxanthin is now Non-GMO Project Verified**

Irvine, California, November 2, 2017 – Algae Health Sciences, Inc. ([AlgaeHealth](#)), a subsidiary of [BGG](#), announced today that its flagship AstaZine® Natural Astaxanthin supercritical CO2 oleoresin extracts produced in Germany and whole-food based Astaxanthin-rich algae powder have attained Non-GMO Project Verified status. In conjunction with becoming the world's first Organically Certified *Haematococcus pluvialis* microalgae product in March 2016 and bearing the NAXA Verified Seal, AstaZine® has now become the clear choice for brands concerned with having the highest-quality third-party audited Astaxanthin raw materials in their finished products. “The Non-GMO Project Verification seal is known and trusted in the US market and around the world,” said Joe Huff, CEO of AlgaeHealth’s North American operations. “We’re happy to now offer this additional third-party certification to brands incorporating our AstaZine®.”

AlgaeHealth’s AstaZine® continues an industry-leading trajectory of regulatory and quality achievements over the last two years. Among the most impressive are:

The first Astaxanthin NDI notification with the US FDA over 12mg per day (at 24mg per day).

The first company to gain two Novel Food Approvals in the EU for different Astaxanthin extraction methods.

Submission of 239 Structure/Function claims for Astaxanthin to FDA without objection.

And of course, the world's first Organically Certified *Haematococcus pluvialis* product.



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AlgaeHealth produces AstaZine in a 100% glass tube photobioreactor (PBR) closed system on the world's second largest Natural Astaxanthin farm. AlgaeHealth produces AstaZine® in a variety of forms including Organically Certified *Haematococcus pluvialis* microalgae powder; 5%, 10% and 20% oleoresin; 2% water soluble powder; and 2.5% microencapsulated beadlets.

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**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 2020. The company has operations in USA, Switzerland, Japan and China.

**Further information:** [www.algaehealthsciences.com](http://www.algaehealthsciences.com)

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

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