



The AstaFactor™ softgels – 5 mg Astaxanthin supplement

DESCRIPTION AND USE:

The AstaFactor™ softgels (5 mg) are a natural astaxanthin dietary supplement. Astaxanthin is one of nature's most common carotenoid pigments, found in animals such as salmon, krill, or lobster. It has very good biological antioxidant properties, with laboratory studies reporting up to 550 times higher antioxidant effect than vitamin E or up to 10 times higher than beta-carotene. *Haematococcus pluvialis*, a widely occurring micro-algae, is believed to be nature's richest source of astaxanthin. Aquasearch, Inc. has developed a unique proprietary closed photobioreactor and processing technology to ensure that the highest quality of astaxanthin is produced from *Haematococcus* under strict safety standards. The softgels are produced at state-of-the art encapsulation and packaging facilities. The safety of Aquasearch's astaxanthin product, The AstaFactor™ algal meal, the active ingredient in these softgels, has been confirmed in human clinical trials.*

(* This statement has not been evaluated by FDA).

This product is not intended to diagnose, treat, cure, or prevent any disease.

DAILY SERVING SIZE: Two softgels, equivalent to 5 mg astaxanthin.

INGREDIENTS USED:

Ingredients: Rice bran oil, algal meal (*Haematococcus pluvialis*), gelatin, glycerin, bee's wax, water, natural Vitamin E.

SUPPLEMENT FACTS

	Amount per serving	Unit	% daily value
Total calories	4	cal	0%
Total fat	324	mg	5%
Sodium	1	mg	0%
Total carbohydrate	121	mg	0%
Protein	176	mg	4%
Vitamin A	48	IU	1%
Alpha tocopherol	1	mg	9%
Total carotenoids*	6	mg	n.a.**
Total natural astaxanthin	5	mg	n.a.**

* Includes lutein and beta-carotene

** Not applicable

PHYSICAL CHARACTERISTICS

Soft gel capsule size: approx. 382 mg
Soft gel capsule shape: oval
Color: Dark burgundy
Smell: typical

PACKAGING:

Opaque 75 cc plastic bottles or blister card packing.

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Supplement facts

Daily serving size: 2 softgels

Amount per container: 60 softgels

Total Astaxanthin	20 mg	100%
Total Omega-3	100 mg	20%
Total Vitamin E	100 IU	2000%
Total Vitamin C	100 mg	2000%
Total Zinc	10 mg	200%
Total Selenium	100 mcg	200%
Total Magnesium	100 mg	20%
Total Calcium	100 mg	20%
Total Iron	10 mg	200%
Total Potassium	100 mg	20%
Total Sodium	10 mg	20%
Total Phosphorus	10 mg	20%
Total Chloride	10 mg	20%
Total Fluoride	10 mg	20%
Total Iodine	10 mg	20%
Total Biotin	10 mg	20000%
Total Pantoic Acid	10 mg	20000%
Total Inositol	10 mg	20000%
Total Choline	10 mg	20000%
Total Lecithin	10 mg	20000%
Total Phosphatidylcholine	10 mg	20000%
Total Phosphatidylethanolamine	10 mg	20000%
Total Phosphatidylserine	10 mg	20000%
Total Phosphatidylinositol	10 mg	20000%
Total Phosphatidylglycerol	10 mg	20000%
Total Phosphatidylcholine	10 mg	20000%
Total Phosphatidylethanolamine	10 mg	20000%
Total Phosphatidylserine	10 mg	20000%
Total Phosphatidylinositol	10 mg	20000%
Total Phosphatidylglycerol	10 mg	20000%

Manufactured by AgResearch Inc.
Kalam Falls, MO 64701, USA
www.agresearch.com

100% Natural
100% Pure
100% Potent

Astaxanthin supplement

The AstaFactor™

Natural antioxidant for life

60 softgels - 5 mg astaxanthin per serving

A growing number of scientific studies support a major role of antioxidants and carotenoids in our health by defending our body against free radicals and other harmful oxidative agents. Astaxanthin is one of nature's most powerful antioxidants. It is found in nature in algae, such as salmon, trout, and lobster. It has very good biological antioxidant properties, with laboratory studies reporting up to 550 times higher antioxidant effect than Vitamin E or up to 10 times higher than beta-carotene. Haemolysates of algae, a widely occurring micro-organism, is believed to be nature's richest source of astaxanthin. AgResearch Inc. has developed a unique proprietary blood photobleaching and processing technology. This ensures that the highest quality of astaxanthin from Haemolysates is produced under strict safety standards. The safety of AgResearch's patentable product, The AstaFactor™, has been confirmed in a human clinical trial. * Statement not evaluated by FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

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Supplement facts			
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Servings per container:	30		
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Total carbohydrate	121	mg	0%
Protein	176	mg	4%
Vitamin A	48	IU	1%
Alpha-Tocopherol	1	mg	9%
Total carotenoids*	6	mg	n.a.**
Total natural astaxanthin**	5	mg	n.a.**

Ingredients: Rice bran oil, Algal meal (*Haemalococcus pluvisalis*), gelatin, glycerin, bee's wax, water, natural Vitamin E.
* includes lutein and beta-carotene; ** not applicable

Manufactured by Aquasearch Inc.,
Kailua Kona, HI 96740, USA
www.aquasearch.com



Lot #:
Use by:

Astaxanthin supplement

Natural antioxidant for life

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Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
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Washington, DC 20205



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December 6, 1999

Re: New Dietary Supplement Notification for Astafactor™, softgels, 5 mg. Stability studies

Dear Administrator,

As part of our New Dietary Supplement Notification for a new dietary supplement: The Astafactor™, softgels, 5 mg, formulated with the new dietary ingredient *Haematococcus* algal meal, we have started stability studies (algal astaxanthin product in oil, and actual softgels) (see section 7) which will support the shelflife and "use by" recommendations that will appear on the label (see section 4).

Before the end of the 75 day period after notification we will send you an update on the progress of these studies.

At this stage, our preliminary studies show no or little degradation of astaxanthin when in oil at 40°C after 3 months. This should allow for a shelflife of at least 6 months at room temperature.

We plan to market The Astafactor™, softgels, 5 mg, as a new human dietary supplements, 75 days after the acknowledgement of receipt of this notice, unless otherwise instructed by your agency.

Thank you very much in advance for the attention that you will give to our notification. If you have any question, do not hesitate contacting us at (808)326-9301.

Sincerely yours,


Martin Guérin
V.P. Marketing & Sales
Aquasearch Inc.

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