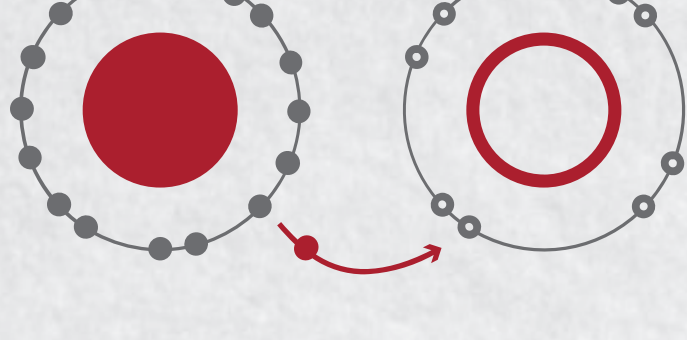


## Algae Sourced Astaxanthin

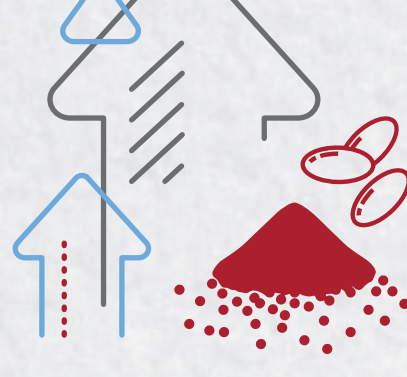
# Cellular Defender for Oxidative Stress

### ANTIOXIDANTS IN DEMAND<sup>1</sup>



**\$5.2 billion**

projected global antioxidants market by 2026



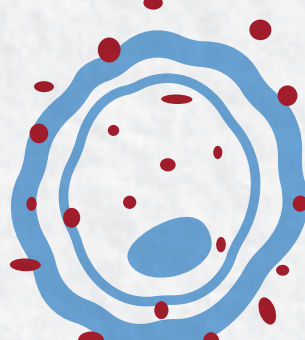
**8.7%**

CAGR between 2018 and 2026

### A CRITICAL BALANCE

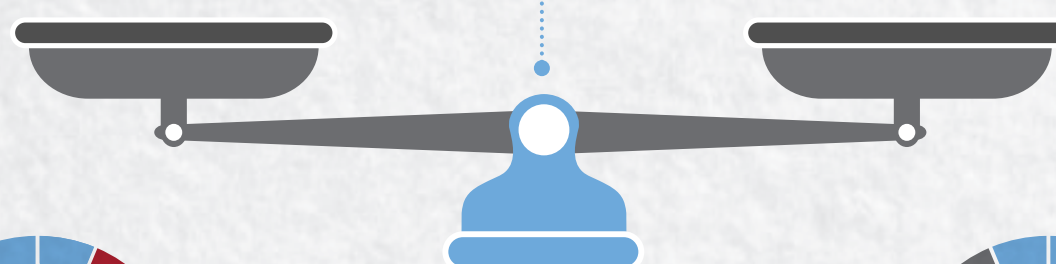
**Antioxidants:** Maintain a healthy oxidative balance in the body

**Reactive oxygen species (ROS):** Too many ROS and not enough antioxidants leads to oxidative stress, which damages cell structures of lipids, proteins and even DNA



**Antioxidants = ROS**  
Balanced Defense System

**Antioxidants < ROS**  
Imbalance, Oxidative Stress



### ROS COME FROM:



**Normal bodily functions = BENEFICIAL**

- ✓ Metabolism, when food is converted to energy<sup>2</sup>
- ✓ The immune system, when it's fighting invaders<sup>3</sup>

**Detrimental Environmental and Lifestyle Factors = OVERLOAD<sup>4</sup>**

- ✓ Pollutants
- ✓ Excessive sun exposure
- ✓ Tobacco smoke
- ✓ Stress
- ✓ Sedentary lifestyle
- ✓ Extreme exercise

### What's the deal with too much ROS?



Can lead to cardiovascular, immunological & neurological concerns<sup>5, 6</sup>



Linked to premature aging<sup>7</sup>

### THE PROBLEM?

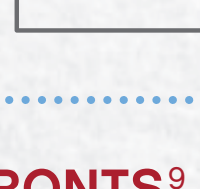
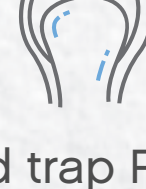
**We don't get enough antioxidants from food alone.**

### FIGHT BACK WITH ASTAXANTHIN



#### ASTAXANTHIN IS

- ✓ A naturally occurring carotenoid
- ✓ A powerful antioxidant
- ✓ Highly effective at counteracting ROS
- ✓ Able to span the cellular membrane and trap ROS<sup>8</sup>
- ✓ Neutralizes ROS without becoming a pro-oxidant in the process
- ✓ Clinically validated in athletes, adults and seniors
- ✓ Supports multiple health conditions (heart, brain, immune, eye, joint, skin)



### ASTAXANTHIN FIGHTS ROS ON MULTIPLE FRONTS<sup>9</sup>



**OFFENSE:** Counteracting ROS head-on by trapping its energy, remaining intact to continue working



**DEFENSE:** Scavenging, or preventing the damage ROS can cause a cell

### ONE OF THE STRONGEST ANTIOXIDANTS<sup>10</sup>



**6,000**

times more powerful than vitamin C

**100**

times more powerful than vitamin E

**6**

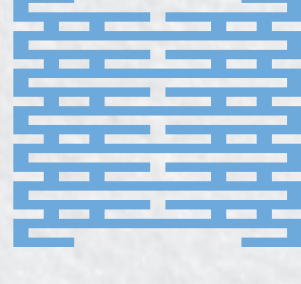
times more powerful than beta carotene

### ...IN TRAPPING ENERGY FROM ROS

### SOURCING QUALITY ASTAXANTHIN



Extracted from algae for high levels of astaxanthin



Cultivated indoors to using pure, naturally filtered water



Sustainably sourced using 100% geothermal energy



Backed by rigorous testing and scientific evidence



Adheres to exceptional quality standards



Visit [Algalif.com](https://www.algalif.com) to learn about our award-winning Icelandic Astaxanthin



1 [https://www.researchandmarkets.com/research/rfc836/5\\_2\\_billion?w=4](https://www.researchandmarkets.com/research/rfc836/5_2_billion?w=4)

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