

What is Astaxanthin?

Natural Astaxanthin is considered by some as the, 'King of the Carotenoids'. A little known, but phenomenal phyto-nutrient from the sea, Astaxanthin is among the strongest of carotenoid antioxidants. Astaxanthin has been shown to dramatically improve many biological functions within the body, its properties ranging from anti-inflammatory to anti-aging.

Astaxanthin (pronounced as-tuh-zan'-thin) is a carotenoid. Carotenoids play a crucial role in our bodies with energy-transfer and auto-oxidation protection. Astaxanthin, unlike other carotenoids, does not convert to Vitamin A (retinol) in the human body and is all natural and safe. As the 'King', Astaxanthin is a powerful antioxidant; ten times more capable than other carotenoids.*

How does Astaxanthin work?

Astaxanthin works inside the cells of your body. When you take Astaxanthin internally, it takes a journey through your blood stream and is absorbed throughout your body. What makes Astaxanthin so effective is its unique ability to be contained in the actual cell membrane, which is the layer (the envelope), of skin around each cell. Within your cell membrane is where Astaxanthin thrives, creating a protective shield for each of your precious cells.

Astaxanthin's structure or molecule is very unique in nature; no other molecule has been identified with an ability to absorb high-energy molecule radiation from the sun (protection), free radicals from stress and other harmful chemicals in the environment. The shape of the molecule is what allows it to catch these harmful components. Astaxanthin contains and protects the body from the energy of these compounds right at the point where damage to your cells could be done.

Astaxanthin wants to protect you externally as well. Antioxidants are known to have outstanding benefits when used topically. Vitamin E was one of the first antioxidants to be used topically on skin and is probably still the most widely used. Watch out E, because Astaxanthin is emerging as the next super-nutrient as it has been shown to be 550 times more powerful. External and internal benefits? What a beautiful relationship.

Natural UV Protection:

Another beautiful relationship - one of the main goals of Astaxanthin is to protect your DNA from breakage. It has a symbiotic effect with sunscreen, working to better protect the skin from sunburn and UV damage. Breakage from ultra-violet light has been proven/demonstrated to cause early aging and cellular breakdown. In addition, Astaxanthin's antioxidant properties will help repair previously damaged skin. A double whammy, protection for exposed skin and potential to help heal already damaged skin. Beautiful indeed.

Natural anti-inflammatory:

Astaxanthin's anti-inflammatory properties are closely related to its powerful antioxidant activity. Many antioxidants exhibit an anti-inflammatory effect as well. It supports your body's natural inflammatory response, enhancing muscle and joint health. (Some technical stuff: Astaxanthin works to suppress different inflammatory mediators. Among these mediators are alpha (TNF-a), prostaglandin E-2 (PGE-2) interleukin 1B (iL-1b) and nitric oxide (NO) factors.

The ocean's super weapon:

Astaxanthin has been shown in two different in-vitro experiments* to be the strongest natural antioxidant known. There are many different ways to measure antioxidant strength. One popular measurement is called Oxygen Radical Absorbance Capacity (ORAC). Using the ORAC method, Astaxanthin leaves all other competitors in its wake.

Astaxanthin studies have shown it to be 550 times stronger than Vitamin E. Astaxanthin is 11 times stronger than Beta-Carotene. Even many times stronger than Vitamin C. *

Natural is better ...

There are many companies that produce and sell synthetic Astaxanthin in laboratories from petrochemicals. Although it has the same chemical formula as Natural Astaxanthin, it is actually a different molecule. OGI is committed to offering Astaxanthin the way nature intended - paired with fatty acids attached to the end of the natural occurring molecule. These acids make natural Astaxanthin far superior to synthetic because the unaltered fusion creates a powerful antioxidant, a King if you will.

* Research studies can be referenced in the book, ASTAXANTHIN by Bob Capelli and Gerald R. Cysewski, PhD.

* In addition, for Astaxanthin research studies, visit: www.astaxanthin.org

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