

PRESS RELEASE

TO THE EDITOR

“FOR IMMEDIATE RELEASE”

Date: July 31, 2014

For additional information, please contact:

Yasuko Kuroda
AstaReal, Inc.
3 Terri Lane, Unit 12
Burlington, NJ 08016
contact@astarealusa.com
tel: 609 386 3030 fax: 609 386 3033

ASTAREAL® GAINS HEALTH CANADA APPROVAL ASTAREAL ASTAXANTHIN AWARDED HEALTH CANADA PRODUCT LICENSE

Burlington, NJ, July 31, 2014 – AstaReal, Inc. announced its successful Canadian Product License approval for astaxanthin of up to 12mg per day. On July 25, 2014, AstaReal, Inc. received its notification from Health Canada approving the use of AstaReal natural astaxanthin as a “source of antioxidants” and to “help improve muscle endurance”.

Many years of extensive research has proven astaxanthin to be the most potent antioxidant against singlet oxygen, one of the strongest reactive oxygen species (ROS). There are many benefits attributed to this antioxidant property of astaxanthin. One of those benefits is its ability to modify muscle metabolism, resulting in improved muscle performance and endurance.

Charles DePrince, President and CEO of AstaReal Inc. said, “This is very exciting and a testament to our dedication to the continued research of natural astaxanthin. With more than a hundred published studies involving AstaReal astaxanthin under our belt, AstaReal’s research program shows no sign of slowing.”

Other areas of astaxanthin study that AstaReal is actively supporting include cardiovascular, liver support and metabolic syndrome. AstaReal, Inc. is a biotech company within the Fuji Group exclusively dedicated to the production, research and marketing of natural astaxanthin. AstaREAL is the only astaxanthin that has gone through the successful notification process for GRAS with the FDA.

Fuji Chemical Industry Co., Ltd. is a Japanese Pharmaceutical company founded in 1946.

- End -