

## PRESS RELEASE

### For Immediate Release

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### **-ASTAREAL® GAINS YET ANOTHER QUALITY CERTIFICATION ASTAREAL® COLD WATER DISPERSIBLE POWDER IS NOW HALAL CERTIFIED**

*Burlington, NJ, March 3, 2016* – AstaReal, Inc. announced that its parent company, Fuji Chemical Industries Co., Ltd has gained yet another quality certification. On January 28, 2016, Fuji received its Halal certificate from the certifying body, NPO Japan Halal Association which listed AstaReal® P2AF (2% cold water dispersible powder) as one of the certified products. AstaReal® P2AF is ideal for tableting, two piece hard capsules, and powder pre-mixes for beverage formats.

AstaReal promises to provide high-quality natural astaxanthin and the current Halal certification confirms that promise. Like Kosher, the idea of Halal foods dates far back into history and not only does it identify which types of food/ingredients are proper to use, but also about how the product is to be prepared and handled. The quality aspect further expands into the maintenance of production facilities as well. Halal certifying bodies set a higher standard of quality, which some believe to be greater than any government agency.

Joe Kuncewitch, National Sales Manager for AstaReal, Inc. said, “Achieving Halal approval for AstaReal P2AF is yet another measurement of our commitment to providing superior quality assured Astaxanthin, especially for those consumers who need to follow strict dietary compliance. AstaReal is truly the most certified and accepted natural Astaxanthin on the global market.”

AstaReal, Inc. is a part of a family of companies under the AstaReal/Fuji Chemical Group, exclusively dedicated to the production, research and marketing of natural astaxanthin from the microalgae, *Haematococcus pluvialis*. AstaReal is the world’s largest producers of natural astaxanthin and AstaReal® is the most researched brand of natural astaxanthin in the market. It is the primary focus of AstaReal to consistently produce high quality natural astaxanthin.