



grapevine pr + consulting

Steven Le Vine

8033 Sunset Blvd, Suite 831

Los Angeles, CA 90046

(323) 386-2300, x1

steven.levine@theprgrapevine.com

The Most Studied Brand of Astaxanthin, AstaReal® Gains USP Dietary Ingredient Verification Following Rigorous Program

FOR IMMEDIATE RELEASE:

(BURLINGTON, N. J.) – JAN. 22, 2018 – AstaReal, pioneer and global leader in the production of natural Astaxanthin, has always strived for excellence and quality. With this dedication to quality, AstaReal is pleased to announce that it has successfully completed the stringent audits associated with the USP Ingredient Verification Program for dietary ingredients. In obtaining the highly valued USP Verified Dietary Ingredient certificate, AstaReal has once again set itself apart, and has brought assurance and value to the marketplace.

More and more consumers seek quality, and the USP verification program embodies the top industry standards in good manufacturing practices and assurance of product quality. AstaReal is delighted to share this accolade as an example of its hard work and dedication to excellence.

The USP Verified Dietary Ingredient certificate for AstaReal® L10 was presented to AstaReal, which has met industry gold standards in the manufacturing of Astaxanthin. The conditions met include the following: that AstaReal® L10 has met its label or certificate of analysis claims for identity, strength, purity and quality; that the brand's dietary ingredient has been prepared under accepted manufacturing practices that help to ensure consistency in the quality of the ingredient from batch to batch; and finally, that AstaReal's ingredient meets requirements for acceptable limits of contaminants.

After meeting all three verification program requirements, AstaReal has now earned the right to use the USP Verified Dietary Ingredient Mark, helping the most studied brand of Astaxanthin assure its customers that the quality of its Astaxanthin has been rigorously tested and verified by an independent body.

"USP commends AstaReal for the fine effort they put forth to get their dietary ingredient AstaReal® L10 verified," said John Atwater, PhD, senior director of the USP verification programs. "Complying with the full requirements of the USP Ingredient Verification Program for dietary ingredients is no easy task. It reflects the commitment that AstaReal has to demonstrate the quality of the dietary ingredient that it manufactures."

"With this highly valued acknowledgement as a USP Verified dietary ingredient, AstaReal has yet again set itself apart," said Dr. Arun Nair, CEO of AstaReal USA. "At AstaReal, we are delighted to bring to our customers and business partners further assurance of quality and manufacturing integrity that comes with the USP verification."

AstaReal recently earned a number of other certifications, providing even more value to its consumers, including becoming Paleo Certified by The Paleo Foundation, becoming the only supplier of natural Astaxanthin to do so; and as the nation's Preferred Supplier of the National Animal Supplement Council (NASC).

For more information on AstaReal USA, visit www.astarealusa.com. For more information on USP, visit www.usp.org.

###