

Algatech brings astaxanthin in whole-food format

11 February 2019 | News | By Sonali Wankhade

AstaPure Arava whole-algae powder, containing the whole algae, natural astaxanthin and the newly discovered natural complex is backed by research and addresses the needs of consumers seeking pure, whole-food, plant-based, non-GMO nutraceuticals



Taking the “whole food” approach Algatechnologies Ltd. (“Algatech”) presents AstaPure® Arava, its clean-label, all-natural whole-algae complex. This pure, whole-food form contains all of the naturally occurring constituents of healthful *Haematococcus Pluvialis* algae. This species of microalgae is also the richest known source of astaxanthin.

AstaPure Arava whole-algae powder, containing the whole algae, natural astaxanthin and the newly discovered natural complex is backed by research and addresses the needs of consumers seeking pure, whole-food, plant-based, non-GMO nutraceuticals.

The results of a new study indicate that Arava algae powder is highly potent and has synergistic effects of the natural astaxanthin and the whole-algae complex. The research was conducted by Gitte Jensen, Ph.D., the head of NIS Labs, a leading US immunity research institute. The study identified a complex found in Algatech’s unique Arava strain of *Haematococcus Pluvialis*, cultivated organically in the desert’s harsh conditions.

“In the study, we found complex, highly potent and synergistic effects across multiple parameters,” explains Jensen. “This newly discovered biological activity was shown to positively trigger immediate immune responses as well as biomarkers involved in reparative and regenerative functions,” she adds. “These positive effects were observed even in the cell mitochondria.”

Algatech’s proprietary technology mimics the microalgae habitat and natural biological processes. The microalgae are cultivated organically and is exposed to the harsh desert climate, which stimulates the microalgae to produce high levels of active compounds. Algatech’s ESL technology ensures the whole algae components remain undamaged and in their natural form throughout production.

AstaPure Arava whole-algae aligns with the market demand for clean-label, sustainable, minimally processed ingredients. During 2019 Algatech is expecting to introduce new innovative products and delivery forms based on the AstaPure Arava

powder.

Algatech and NIS Labs are committed to continued exploration of the promising Arava whole algae powder's potential health benefits, and to provide innovative delivery forms which will leverage the new findings and distinctive form of Astaxanthin.