

## **PRESS RELEASE**

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TO THE EDITOR

“FOR IMMEDIATE RELEASE”

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### **Fuji Health Science Introduces New Vegetarian Astaxanthin Powder**

Mount Laurel, NJ, June 21, 2006 - Fuji Health Science, Inc. announced today the introduction of its new vegetarian astaxanthin powder, AstaREAL<sup>®</sup> P2 AF.

The new powder contains 2% astaxanthin complex and has been designed to fill multiple roles to better serve the dietary supplement industry. In addition to being an all vegetable formula, AstaREAL P2 AF is directly compressible, water dispersible, very stable, flowable and free of the major allergens as identified by the FDA. Its application areas include two piece hard shells, tablets, powdered drinks, bars and more.

According to Charles DePrince, President of Fuji Health Science, Inc., "Fuji is vertically integrated with a 40+ year history in powder technology allowing us to continually provide product improvement to keep pace with the demands of the market. In-house production also allows Fuji to provide consistent and high quality powder that can be trusted by our customer and on top of this.... it comes at very competitive pricing."

Fuji Chemical Industry Co., Ltd of Japan, parent company of Fuji Health Science, is the world leading producer of astaxanthin with cultivation facilities in both Hawaii and Sweden. Utilizing its proprietary and patented fully enclosed biosystems Fuji can consistently provide the market with the highest quality astaxanthin. Fuji's AstaREAL astaxanthin is approved for use in dietary supplements in the US, Europe and Japan as well as other markets worldwide. Fuji's intellectual property for astaxanthin application covers areas such as muscle endurance, eye fatigue, gastric health, wrinkle reduction, and diabetic nephropathy.

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