

PRESS RELEASE

TO THE EDITOR

“FOR IMMEDIATE RELEASE”

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For additional information, please contact:

Yasuko Kuroda
Fuji Health Science, Inc.
18000 Horizon Way, Suite 800
Mount Laurel, NJ 08054
contact@fujihealthscience.com
tel: 856 234 3636 fax: 856 778 2297

INCREASED DEMAND FOR ASTAXANTHIN TO BE MET BY FUJI HEALTH SCIENCE, INC.

Mount Laurel, NJ, July 20, 2005 - Fuji Health Science, Inc., an American subsidiary of Fuji Chemical Industry Co., Ltd., Toyama, Japan announced today that it has successfully completed a New Dietary Ingredient (NDI) notification to the FDA under DSHEA (Dietary Supplement Health and Education Act) for AstaREAL® astaxanthin produced at its state of the art facility in Gustavsberg, Sweden.

Fuji Health Science, Inc. has been marketing astaxanthin in the United States under its original NDI for AstaREAL® astaxanthin produced in Hawaii. The new NDI for the Swedish product gives Fuji Health Science additional capacity as well as greater flexibility in products offered.

According to Charles DePrince, President of Fuji Health Science, Inc., “This new NDI gives us the ability to supply the market with the very highest quality astaxanthin at competitive pricing. We see the astaxanthin market developing very strongly over the next 18 months due to increased consumer awareness. This NDI greatly enhances our ability to assist our current and prospective new customers in responding to that demand.”

Both of the facilities, in Maui, Hawaii and Gustavsberg, Sweden, cultivate and produce natural astaxanthin in fully enclosed systems ensuring the highest level of purity. Through its acquisition of AstaCarotene in Sweden, Fuji Chemical was the first company to commercially produce and market natural astaxanthin from *haematacoccus pluvialis*. A single cell green microalgae, *haematacoccus pluvialis* is found at the very beginning of the food chain and contains the highest concentration of astaxanthin.

Astaxanthin, one of the most powerful antioxidants in nature, is naturally produced as part of the life cycle of *haematacoccus pluvialis*. It is found in abundance from African lakes to Arctic snowfields.

Fuji Chemical Industry holds application patents for astaxanthin in health areas such as physical and muscle endurance, gastric health, immune system, and fertility. In addition, the company supports ongoing research on the health benefits of astaxanthin in such areas as eye fatigue and diabetic nephropathy.

For more information, contact: John Rimgaila
856-234-3636

ringaila@fujihealthscience.com
www.fujihealthscience.com

Media inquiries contact: Scott Lichterman
856-273-7800
lichterman@astavita.com

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