

PRESS RELEASE

TO THE EDITOR

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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

AstaREAL Astaxanthin Supports the Vegetarian Trend in the US

Mount Laurel, NJ, August 27, 2007 - Fuji Health Science, Inc. announced that their product, AstaReal[®] astaxanthin was the featured dietary supplement presented by Christina Pirello during her work shop on August 9, 2007 at the 23rd Annual International Macrobiotic Summer Conference held in Wellesley, Massachusetts.

Christina Pirello is host of the PBS healthy cooking show, "Christina Cooks". Christina's workshop at the conference presented macrobiotic cooking with emphasis on healthy liver and bone health and highlighted AstaReal astaxanthin as a dietary supplement for overall health and well being.

Fuji's AstaReal astaxanthin supports the growing trend in the US dietary supplement market for vegetarian products. Featuring both vegetarian extract oil as well as vegetarian powdered astaxanthin, AstaReal covers the options for formulation in the dietary supplement industry. AstaReal L10 extract is sourced from the microalgae, *Haematococcus pluvialis*, so is naturally vegetarian. AstaReal P2AF is a vegetarian powdered extract using a unique microencapsulation process eliminating the need for gelatin and providing the nutritional supplement producer with a high quality alternative to traditional non-vegetarian powders.

"There is clearly an increase in the demand for vegetarian product," says Charles DePrince, president of Fuji Health Science. "However, I do not believe that the increase is a direct result of the growing number of "vegetarians" but rather a growth within the general population based on an interest in healthier consumption."

AstaReal is a global brand of Fuji Chemical Industry Co., Ltd. a Japanese pharmaceutical company with a 60 year history. Fuji is the world leading producer of natural astaxanthin with state of the art facilities in Hawaii, Sweden and Japan.

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