

PRESS RELEASE

TO THE EDITOR

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FUJI SHOWCASES "BEAUTY FROM WITHIN" AT HBA

Burlington, NJ: Fuji Health Science, Inc., makers of AstaReal astaxanthin, showcased the concept of “Beauty from Within” at the recent HBA Global Expo at Jacob K. Javits Convention Center. The concept is not new to Fuji who has been promoting this application for some time and intends to continue with even more emphasis as this market begins to gain momentum.

An additional boost to the internal supplementation for skin health campaign came when Dr. Navin Geria wrote the article “Health and Beauty Benefits of Astaxanthin” in the August issue of Happi magazine. In the article, Dr. Geria gave special mention to AstaReal’s “... high quality” in support of such an application.

According to Fuji, the basis for the growing concept of "beauty from within" is that it is essential for skin, as the largest organ of the body, to have appropriate nutrition and support to protect and enhance its overall health. In support of this concept Fuji had sponsored two human clinicals based on supplementation with AstaReal. Both studies showed improvement in the appearance of fine wrinkles as well as increased moisture content and improved elasticity of the skin.

At the HBA Global Expo there were more than twenty thousand attendees in three days, giving the concept of internal supplementation for skin health tremendous exposure. Joe Kuncewitch, the newly appointed National Sales Manager for Fuji said, "Internal supplementation for skin beauty offers a more sensible and healthy alternative to the harsh chemicals and treatments often used."

AstaReal is the global brand of Fuji Chemical Industry Co., Ltd. of Japan. Fuji is the world's leading producer of natural astaxanthin for human nutrition with state of the art cultivation systems in Hawaii and Sweden.

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