

PRESS RELEASE

TO THE EDITOR

“FOR IMMEDIATE RELEASE”

Date: December 17, 2007

For additional information, please contact:

Yasuko Kuroda
Fuji Health Science, Inc.
3 Terri Lane, Unit 12
Burlington, NJ 08016
contact@fujihealthscience.com
tel: 609 386 3030 fax: 609 386 3033

Astaxanthin Found To Be Strongest Antioxidant Against Singlet Oxygen

Burlington, NJ, December 17, 2007 - A new study recently published further demonstrated the superior performance of astaxanthin as an antioxidant to combat singlet oxygen when compared to other popular antioxidants.¹ The same test conditions were used for all compounds tested and a chemiluminescence detection system was used for the direct counting of singlet oxygen.

Singlet Oxygen is one of the strongest reactive oxygen species (ROS) and directly damages biological lipids, proteins and DNA. The study compared the activity to quench singlet oxygen for common antioxidants with that of carotenoids and was designed to include antioxidants with both lipophilic and hydrophilic properties under the same conditions.

The study is also an important achievement in the more thorough understanding of antioxidant capacity because of the limitation of the currently popular ORAC test. The ORAC test measures antioxidant capacity against peroxy radicals but lacks the ability to test for antioxidant activity against singlet oxygen. According to the authors, "This (testing) system has the potential of being a powerful tool to evaluate the quenching activity against singlet oxygen for various hydrophilic and lipophilic compounds".

Results of the study showed astaxanthin to exhibit the most potent singlet oxygen quenching activity among the compounds tested. The study was sponsored by Fuji Chemical Industry Co., Ltd., the makers of AstaReal astaxanthin and a Japanese pharmaceutical company with a 60 year history. Fuji is the world's leading producer of natural astaxanthin for human nutritional use with state of the art facilities in Hawaii, Sweden and Japan.

Other areas of astaxanthin study that Fuji is actively supporting include cardiovascular, weight management, diabetes and metabolic syndrome. Fuji Chemical also holds seven patents for astaxanthin in human application areas such as inflammation, muscle endurance, immune and gastric, as well as numerous pending patents. Fuji's AstaReal brand of astaxanthin is approved for use in nutritional supplementation in the U.S., Europe, and Japan, as well as other markets worldwide.

For more information: contact@fujihealthscience.com

1. Nishida Y. *et. al*, Quenching Activities of Common Hydrophilic and Lipophilic Antioxidants against Singlet Oxygen Using Chemiluminescence Detection System. Carotenoid Science 11:16-20 (2007)

- END -