

PRESS RELEASE

TO THE EDITOR

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FUJI INTRODUCES FIRST WATER SOLUBLE ASTAXANTHIN

Burlington, NJ, June 15, 2010 - Fuji Health Science, Inc. proudly announces the introduction of AstaREAL Clear 75, a completely water soluble natural astaxanthin designed for ready to drink functional beverages for both the food and dietary supplement industries. This introduction is on the heels of Fuji attaining full FDA GRAS earlier this year for AstaREAL astaxanthin.

Yasuko Kuroda, Vice President of Fuji Health Science said, "These two milestones clearly provide the market with the opportunity of expanding the use of astaxanthin into both the food industry as well as the untapped beverage market segment. To achieve this we will be introducing AstaREAL Clear 75 to the food industry at the IFT in July"

AstaREAL Clear 75 joins Fuji's other functional forms of natural astaxanthin: AstaREAL L10, a CO₂, solvent free extract of *Haematococcus pluvialis* and AstaREAL P2AF, a cold water dispersible and directly compressible powdered astaxanthin extract suitable for powdered drinks, two piece capsules and tablets.

Kuroda added, "To work with Clear 75 is truly amazing. It mixes with any aqueous system instantly and remains completely clear with no separation or residual film. This is a must to work with."

AstaREAL astaxanthin is a member of the carotenoid family of natural pigments closely related to beta carotene, lycopene and lutein. It is a powerful natural biological antioxidant known for its ability to better protect against singlet oxygen, the most damaging of all reactive oxygen species (ROS), than any other known antioxidant. It is also what gives the pink and orange color to salmon, shrimp and lobster. The most abundant source of natural astaxanthin can be found in the fresh water microalgae *Haematococcus pluvialis*. To provide a supply of natural astaxanthin to consumers throughout the world and to ensure maximum purity Fuji cultivates AstaREAL astaxanthin in fully enclosed state of the art bio-systems in Hawaii and Sweden.

AstaREAL is a registered trademark of Fuji Chemical Industry Co., Ltd. Fuji is the world leader in the production and research of natural astaxanthin and holds seven patents for astaxanthin in human health application as well as numerous pending patents. Fuji's AstaREAL brand of astaxanthin is GRAS in the U.S. and 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

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