

A woman with long hair is walking away from the camera on a sandy beach at sunset. She is wearing a long, flowing, light-colored dress that billows out behind her as she walks. The background consists of rolling sand dunes under a warm, golden sky.

AstaPure®

The Original Natural Astaxanthin



A AstaPure®

**Grown with
Pure Natural
Sunlight**

- Nature's Super Antioxidant
- Prolonging Cellular Life
- Improving Quality of Life

CURIOUS?

Content Overview

- **Origin Matters**
- **The Power of Astaxanthin**
- **Science Data**
- **Take Home Messages**





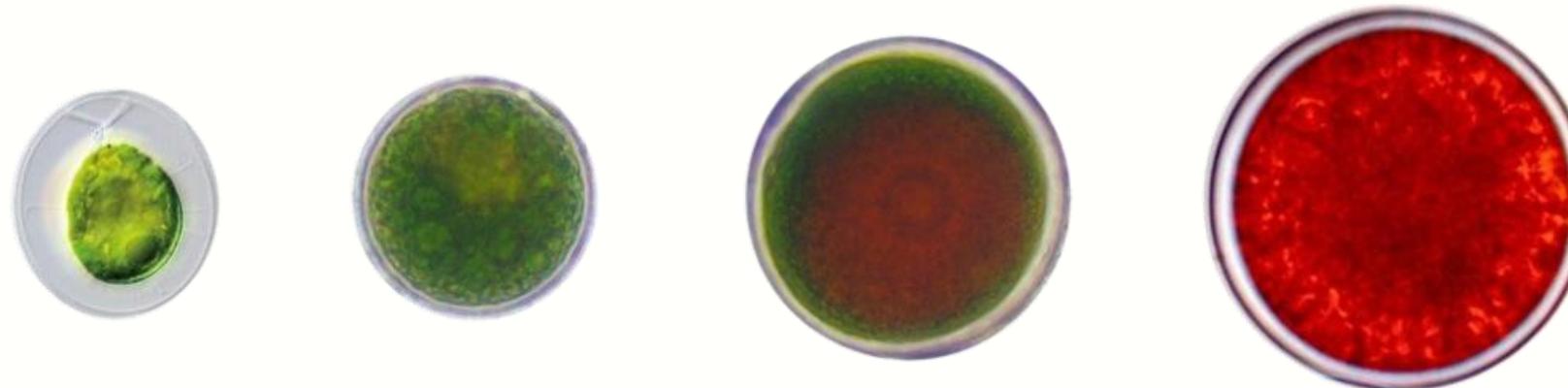
Microalgae from the Mediterranean

Haematococcus pluvialis
Active Ingredient: Astaxanthin
Pure Solar Vitality

The Power of Natural Astaxanthin



Astaxanthin: The Super Antioxidant



Under extreme environmental stress - like **intense heat and high sun exposure** - the microalgae *Haematococcus pluvialis* **naturally produces astaxanthin**, responsible for its deep red color.

This remarkable compound is a cornerstone for **cellular protection, promoting resilience, longevity, and healthy aging**.

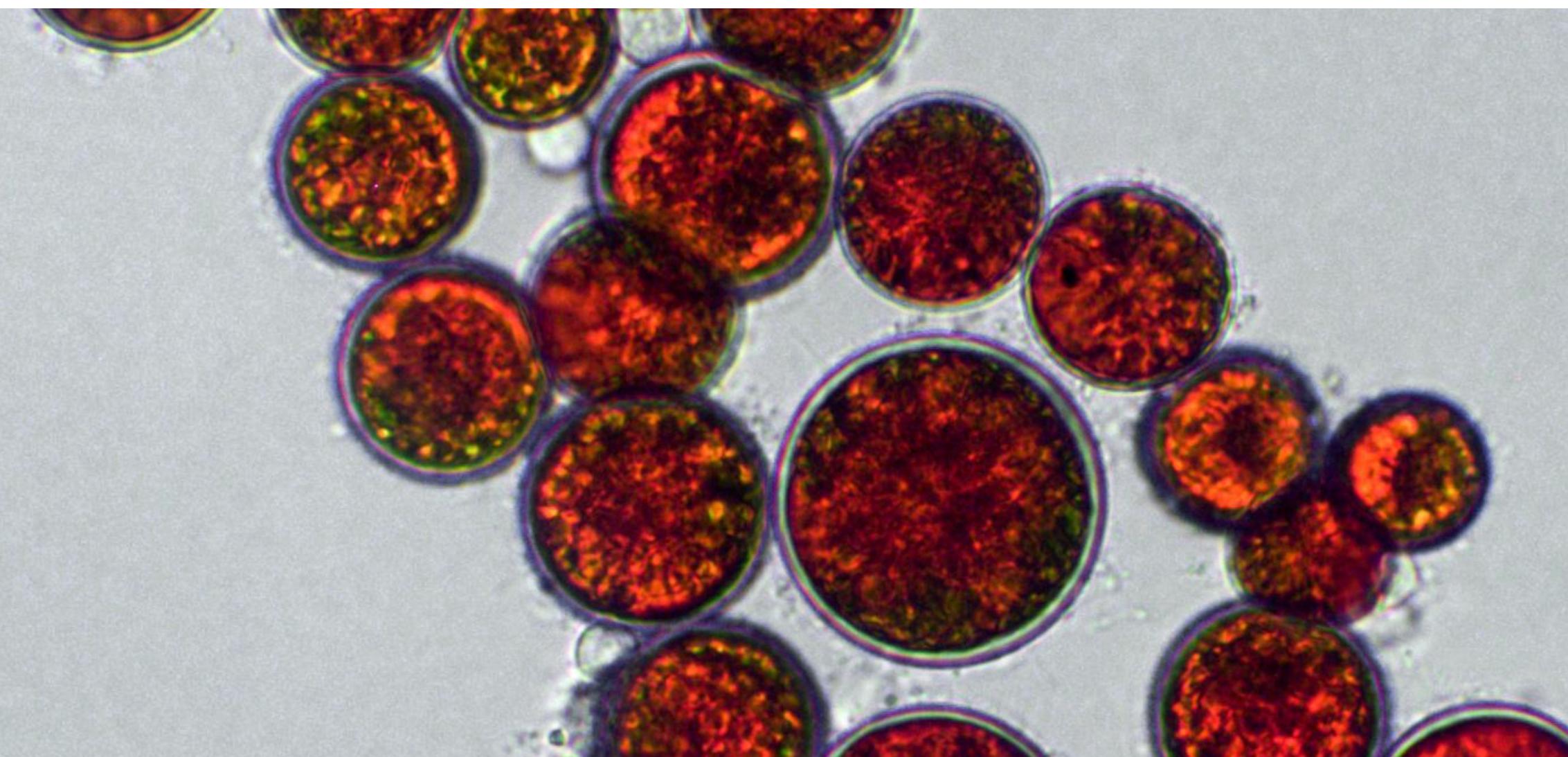
Our Production Site

- The first outdoors microalgae bioreactor
- The Mediterranean: perfectly located for abundant **natural sunlight** all year round
- Perfect combination of controlled closed **data-based system** with outdoor growing

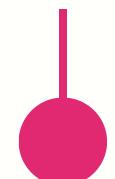




AstaPure® Science Data



The Pipeline



The LifeLength Project

Assessing the effects of AstaPure® cellular aging
Under Analysis (2025)

The MISSION Study

Assessing the effects of AstaPure® on skin and
muscle health
In Clinical Phase

The Radiance Study

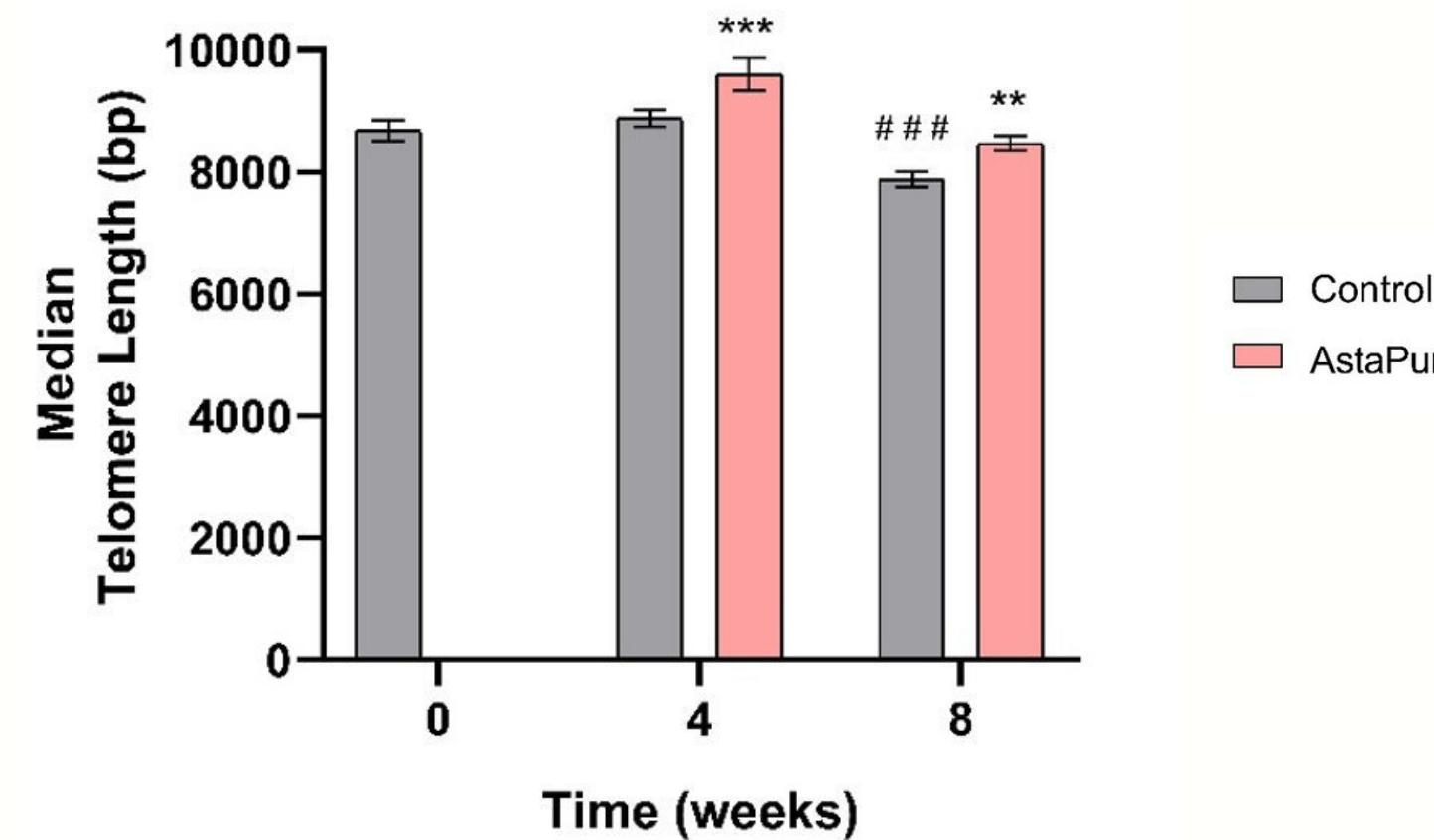
Assessing consumer's experience with AstaPure®
on skin health
(2025)

Coming Soon ...



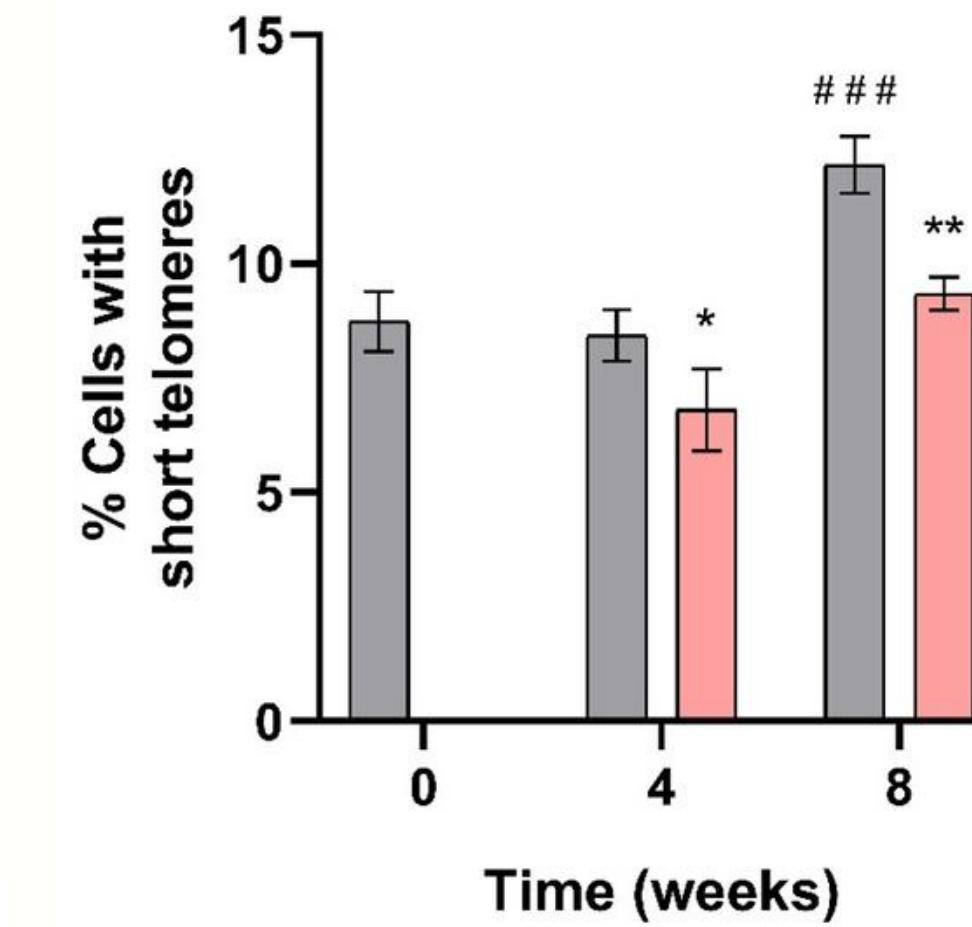
In vitro study - DNA Protection

- **AstaPure® slows down telomere shortening**



Median Telomere Length in human dermal fibroblasts treated with AstaPure® 15 µg/mL compared to control under oxidative conditions (H₂O₂), at 0, 4 and 8 weeks. ** (p<0.01); *** (p<0.001) - significant differences compared to the aged control. # # # (p<0.001)- significant difference compared to the control at week 0.

- **AstaPure® decreases the percentage of senescent cells**



Percentage of telomeres <3kpb in human dermal fibroblasts treated with AstaPure® 15 µg/mL compared to control under oxidative conditions (H₂O₂), at 0, 4 and 8 weeks * (p<0.05), ** (p<0.02) - significant differences compared to the aged control. # # # (p<0.001) - significant difference compared to the control at week 0.

Consumer Study - Skin Hydration

- **Perceived skin hydration improved with AstaPure® intake**

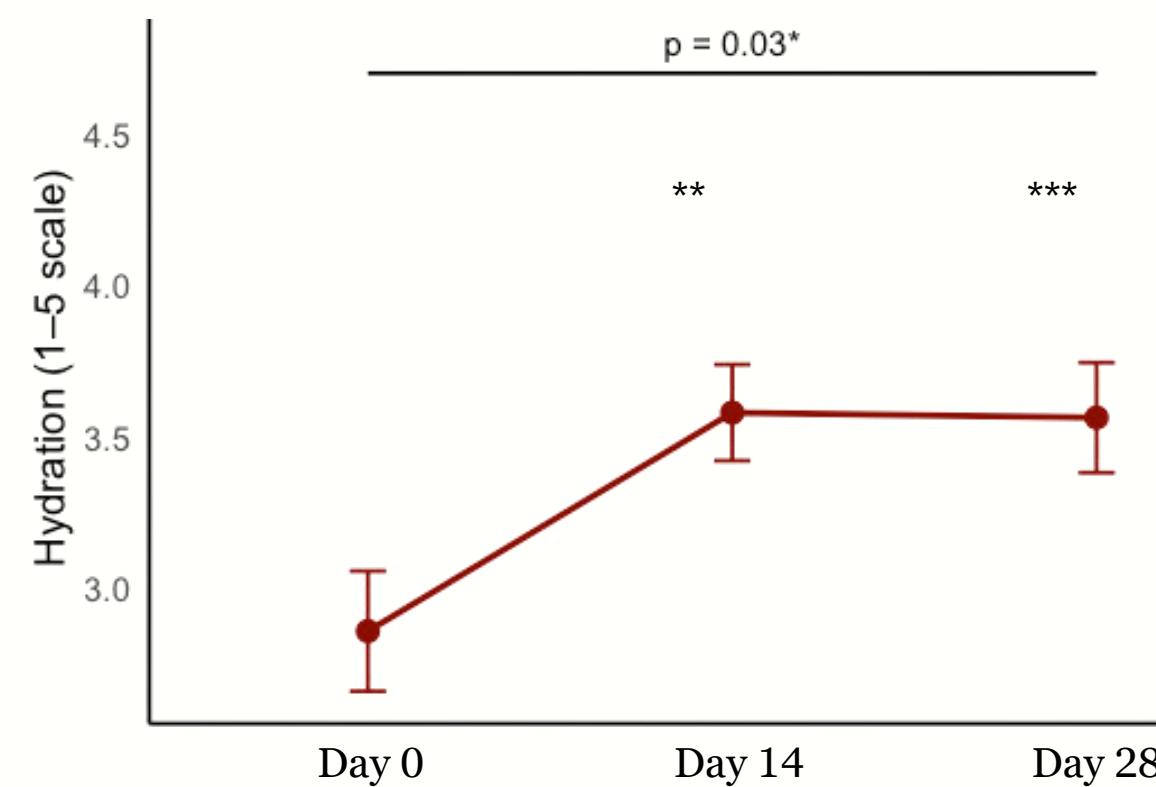


Figure 1. AstaPure® improved self-perceived skin hydration with a significant time x treatment interaction (*p<0.03). Positive effect was already seen by day 14 vs day 0 (**p=0.017); day 28 vs day 0 (**p=0.02)

- **Skin hydration improvement confirmed via objective assessment**

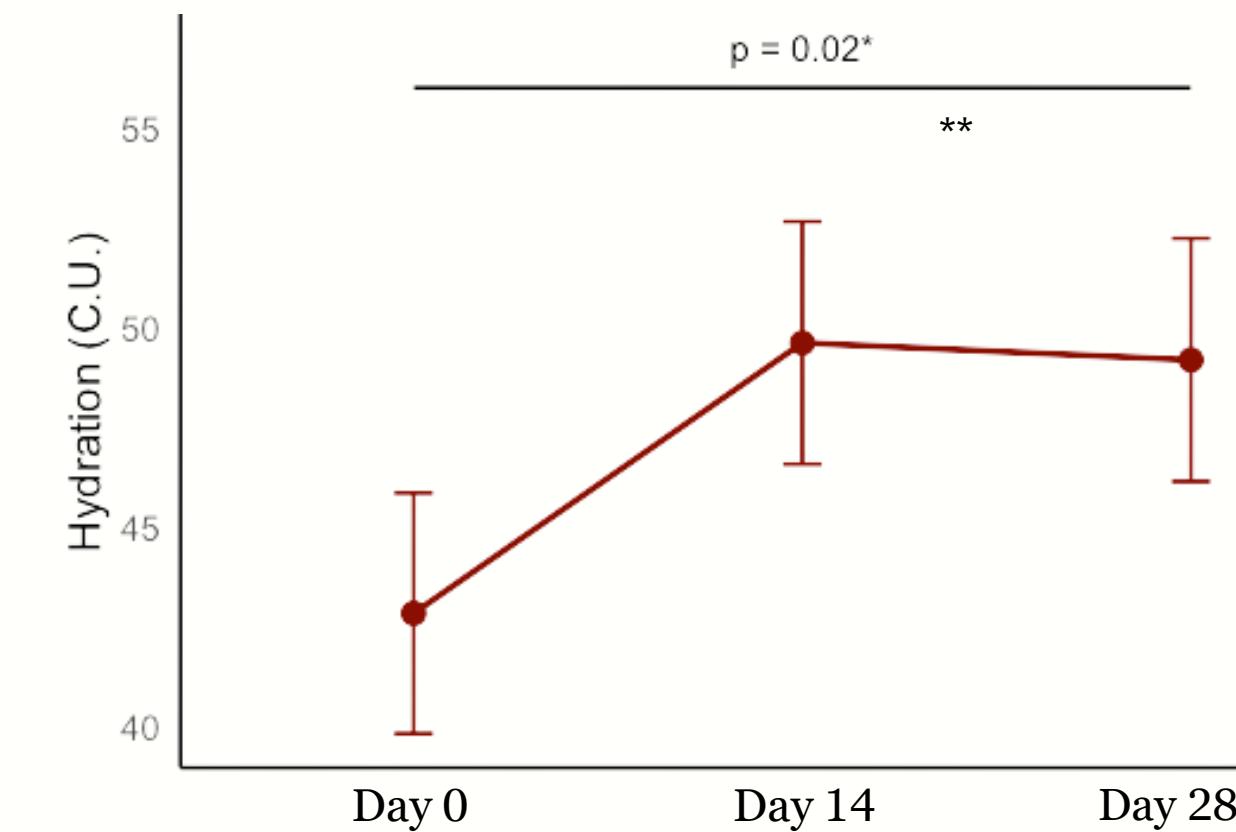
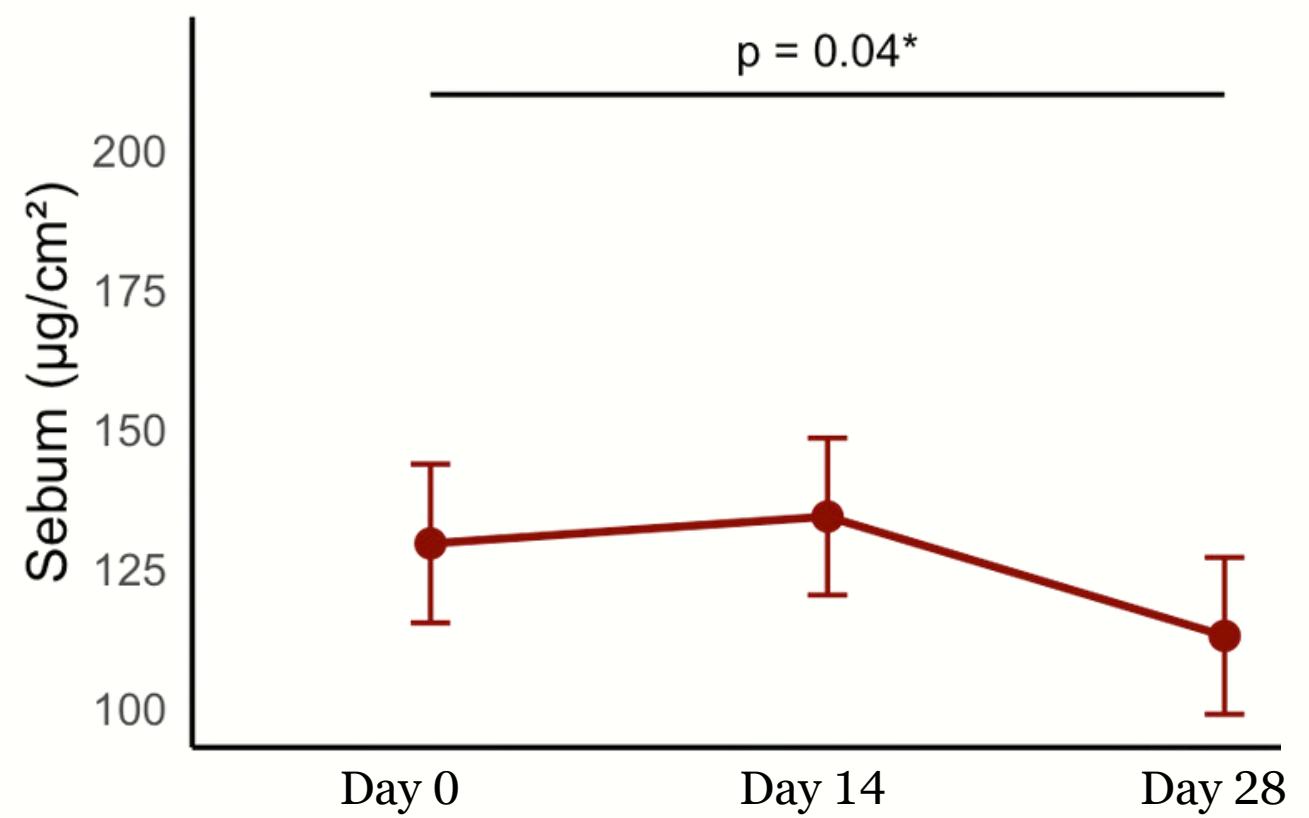


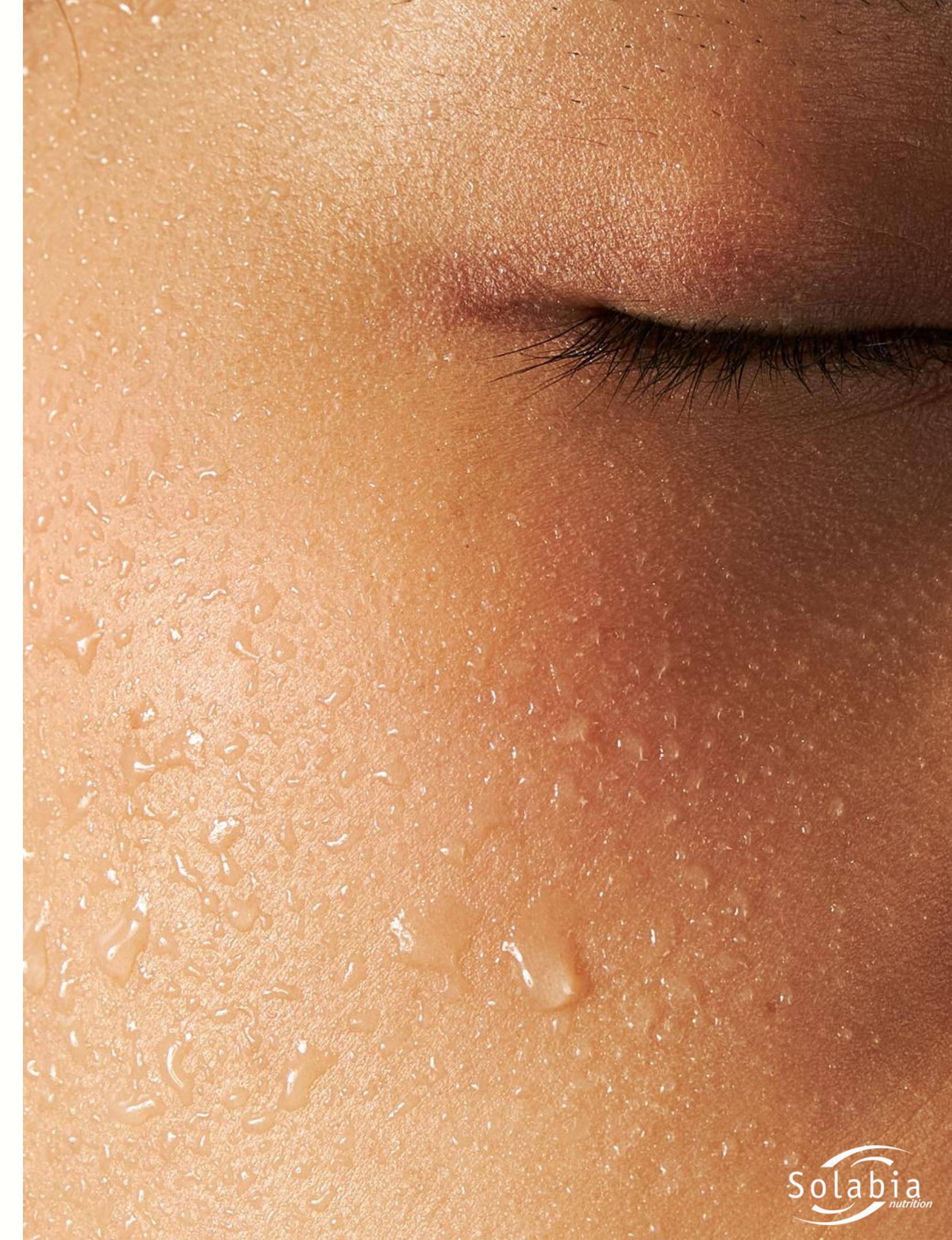
Figure 2. AstaPure® increased measured skin hydration (Corneometer, C.U.; Typical range 0-120) with a significant overall time x treatment interaction (*p<0.02). Positive effect was already visible by day 14 vs day 0 (**p=0.02); day 28 vs day 0 (**p=0.03)

Consumer Study Sebum Reduction

- **Sebum levels decreased with AstaPure® Supplementation**

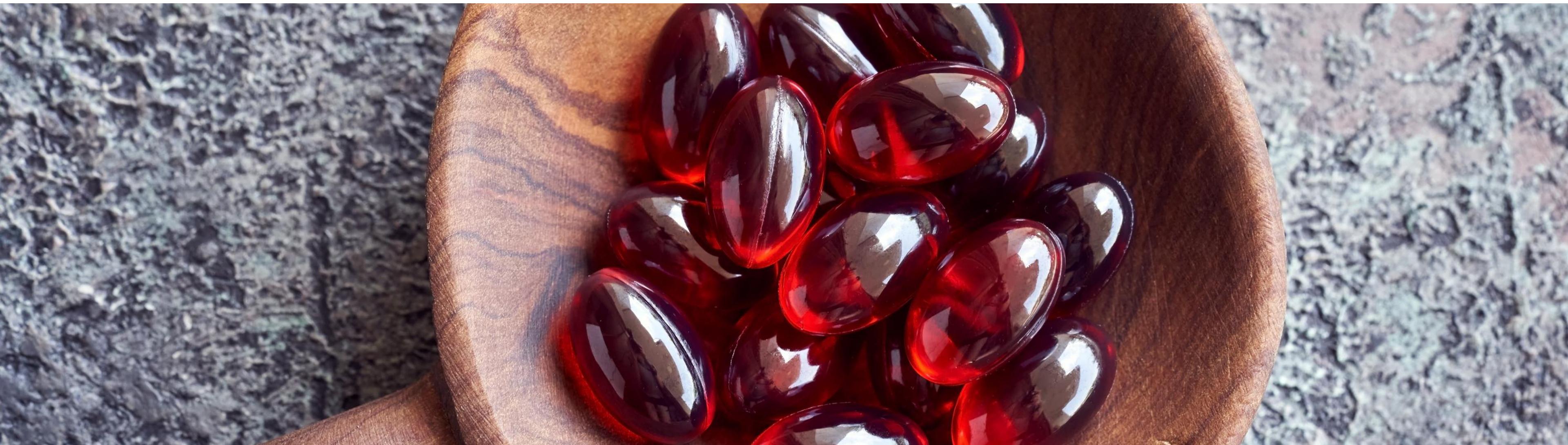


AstaPure® significantly reduced sebum levels ($\mu\text{g}/\text{cm}^2$) on the forehead over the whole 28-day period, supporting improved skin balance and appearance (* $p<0.04$).





AstaPure[®]
Ready to formulate?



The Basics

- **Colour**
Potent Red
- **Extraction**
Solvent-free
- **Shelf life**
2-4 years
- **Origin**
Natural
- **Daily Dose**
8 - 12 mg
- **Certificates**
FDA & EFSA Approved

Formats

Gummies



Tablets



Softgels



Capsules



Product Range

- **AstaPure® Oleoresin**

5%, 10%, 20% Astaxanthin

- **AstaPure® Beadlets**

2 - 2.5% Astaxanthin

- **AstaPure® Whole Algae Powder**

3% Astaxanthin

- **AstaPure® Softgels**

4 mg Astaxanthin

PRODUCT HIGHLIGHT



LONGEVITY
USA

Brand: I.M.8

Form: Sachets

Ingredients: AstaPure®,
CoQ10, MSM, Vitamins
and more



PRODUCT HIGHLIGHT



BEAUTY

USA

Brand: Jarrow Formulas

Form: Capsules

Ingredients: AstaPure®





AstaPure® Thank You!



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www.astapure.com

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