

# The BGG / AlgaeHealth Challenge

Make sure that your Astaxanthin Producer offers all 30 advantages that BGG / Algae Health Sciences does

- ✓ Manufacturing & Marketing Advantages x 10
  - ✓ Regulatory Achievements x 10
  - ✓ Product Advantages x 10



AstaZine®  
THE WORLD'S PUREST  
Natural Astaxanthin



# Take the BGG / AlgaeHealth Challenge:

*Does your Astaxanthin Producer offer all 30 benefits that BGG / Algae Health Sciences does?*

## Top 10 Manufacturing and Marketing Advantages

Producer	Sponsored Clinical Research to Validate Health Benefits of their Astaxanthin	Does Not Market Their Own Finished Brand	Meets United States Pharmacopeia's Stringent Standards	Contaminant Free 100% Glass Tube Natural Growing System	97% Pure Astaxanthin in Carotenoid Fraction and can attain over 8% Astaxanthin in Algae	Uses HPLC Method and Sold as "Pure" Astaxanthin	Using Natural Sunlight as Energy Source	Never Uses Synthetic Ingredients	Allergen-Free, Kosher and Halal Certified	NAXA (Natural Algae Astaxanthin Association) Member
BGG / AlgaeHealth	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Competitor #1	Yes	No	Yes	No	No	Yes	No	No	Yes	No
Competitor #2	No	No	Yes	No	No	?	Yes	Yes	?	No
Competitor #3	Yes	No	?	No	No	Yes	Yes	Yes	Yes	Yes
Competitor #4	No	No	?	No	No	?	No	Yes	No	No
Competitor #5	No	Yes	No	No	No	No	Yes	Yes	Yes	No
Synthetic Competitor	No	Yes	No	No	No	Yes	No	No	?	No



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## Top 10 Regulatory Achievements

Producer	Free of Major Contaminants (Pesticides, Heavy Metals, PCBs, PAHs, Glyphosate, etc.)	GRAS Generally Recognized as Safe	Non-GMO Project Verified	HAACP, ISO 9001 and 22000	NDI for 12mg per day	NDI for 24mg per day	EU Novel Foods	EU Novel Foods for 2 Different Extraction Methods	Australian TGA	Good Manufacturing Practices Certificate
BGG / AlgaeHealth	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Competitor #1	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Competitor #2	?	Yes	Yes	?	?	No	Yes	No	?	?
Competitor #3	No	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes
Competitor #4	?	No	No	?	?	No	?	No	No	?
Competitor #5	?	?	No	?	No	No	Yes	No	?	?
Synthetic Competitor	No	Yes	No	Yes	No	No	No	No	No	Yes



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## Top 10 Product Advantages

Producer	Certified Organic	High Stability Beadlets	Water Dispersible Powder	W.D. Powder Disperses Easily	Water Soluble Drink Emulsion	20% Oleoresin	Solvent-Free CO2 Extract	Vegetarian and Standard Gelcaps	Variety of Dosages & Offerings for Gelcaps	5% Whole Food Based Organic Powder
BGG / AlgaeHealth	Yes	Yes	Yes	Very	Yes	Yes	Yes	Yes	6	Yes
Competitor #1	No	Yes	Yes	Very	Yes	No	Yes	Yes	2	No
Competitor #2	Yes	?	Yes	?	No	Yes	Yes	Yes	1	Yes
Competitor #3	No	No	No	No	No	No	Yes	Yes	3	No
Competitor #4	No	No	No	No	No	No	?	?	?	No
Competitor #5	No	?	No	No	No	No	Yes	Yes	1	No
Synthetic Competitor	No	Yes	No	No	No	Yes	No	No	0	No

*Disclaimer: This information is provided based on market information to the best of our knowledge. While we believe everything to be fully true at the time of creation, in the event that anyone has any updated information we ask that they notify BGG / Algae Health Sciences immediately so we can amend this document.*

