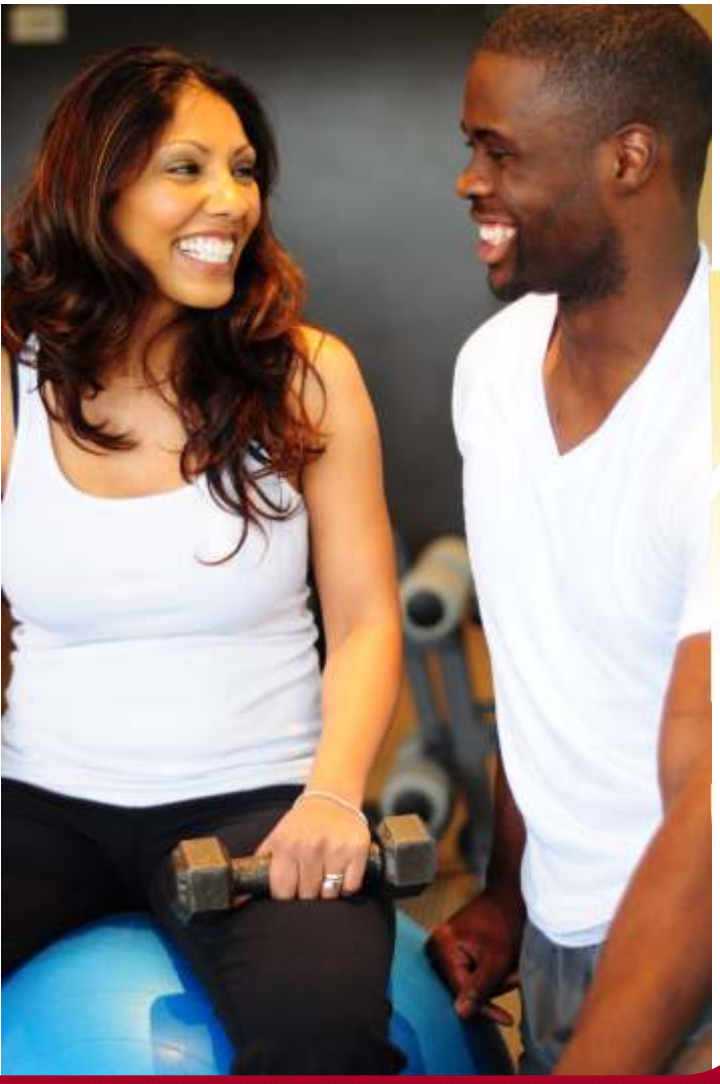
Mental Clarity, Joint and Muscle Recovery,

Blood pressure, Anti-aging, Energy Rejuvenation

The Ultimate Antioxidant

Joint and Muscle Recovery

- Astaxanthin increases the burning of fat as a fuel during exercise.
- Astaxanthin increases energy levels and physical performance on such parameters such as time and distance running to exhaustion.



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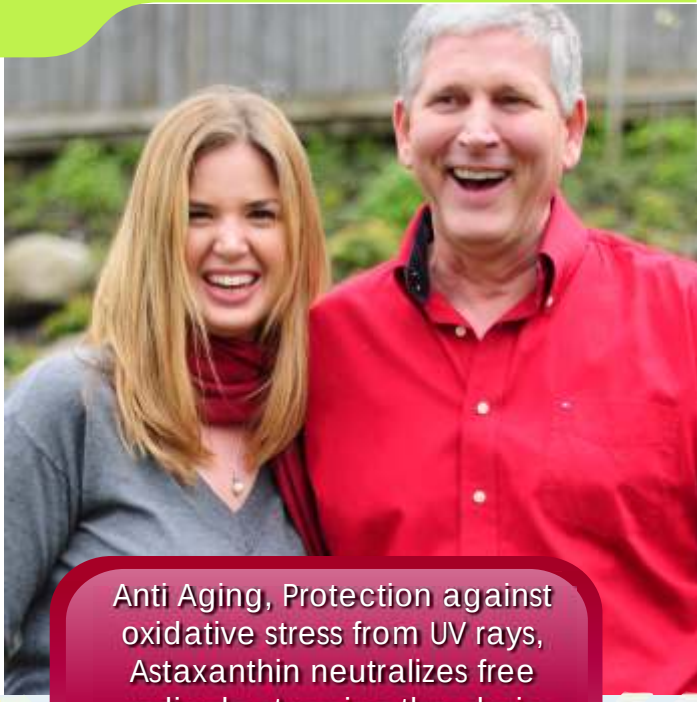

Anti Aging, Protection against oxidative stress from UV rays, Astaxanthin neutralizes free radicals, stopping the chain reaction and reducing oxidative damage to skin cells.

VEGAN

Asta-X
Red Algae
Haematococcus pluvialis

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Asta-X
Red Algae
Haematococcus pluvialis

Astaxanthin

Powerful. Versatile. The Future of Antioxidants.

The Supreme Antioxidant

Powerful. Versatile.

Asta-X

What is Asta-X?

Asta-X is naturally produced Astaxanthin.
Astaxanthin occurs naturally in healthy foods you may already consume such as trout, salmon and shrimp.
Astaxanthin is responsible for the pinkish colouration of these foods, and is closely related to Vitamin A and beta-carotene.
Like Vitamin A and beta-carotene, Astaxanthin is an antioxidant.
Antioxidants are vitally important to stop the damaging chemical reactions responsible for aging and disease progression in our cells.

How Astaxanthin stands out from other anti-oxidants

Just like other anti-oxidants, Astaxanthin protects cells against aging, cellular damage, pre-cancerous changes and other diseases. But Astaxanthin stands out from other antioxidants in several unique ways.

- Astaxanthin is such a powerful antioxidant that it can actually prevent sunburn.
- Unlike most substances, Astaxanthin can cross the blood-brain barrier. This means that it can exert its beneficial anti-aging effects on the brain and actually improve many cognitive functions, from memory to processing speed.
- Astaxanthin has immune modulating and anti-inflammatory properties that are helpful against allergies, arthritis and auto-immune diseases.
- Unlike the closely related Vitamin A, Astaxanthin has no harmful side effects, even at very high doses. No study to date has found undesirable side effects due to Astaxanthin in either humans or animals.

Understanding how Astaxanthin works

Oxidative damage is caused by free radicals, extremely reactive molecules produced by UV radiation from sunshine, exposure to pollution and chemicals, and even normal processes in our cells. Small changes due to oxidative damage accumulate in our cells over time, damaging DNA, cell membranes and proteins. This causes the changes associated with aging and contributes to numerous diseases.

Free radicals, (also known as Reactive Oxygen Species or ROS) are produced by our own cells when they burn carbohydrates or fats as fuel to produce energy.
Free radicals start a chain reaction by turning the next molecule they react with into a free radical too!
Each newly created free radical has the potential to damage protein, DNA and cell membranes, and create even more free radicals. Stopping this chain reaction requires an anti-oxidant.
Anti-oxidants such as Astaxanthin neutralize free radicals, stopping the chain reaction and reducing oxidative damage in the cell.
Some better known anti-oxidants include Vitamin A, beta-carotene, Vitamin C and Vitamin E. Cells also naturally produce their own anti-oxidants, such as glutathione peroxidase and superoxide dismutase.
It has been scientifically established without a doubt that a diet high in fruits and vegetables (and thus natural antioxidants) helps prevent cancer and many other diseases. Anti-oxidants such as Vitamin A, C and E have been proven effective against conditions from cancer to aging.
In addition to aging, oxidative damage plays a role in the progression of diseases and conditions such as:

- Cancer and pre-cancerous mutations
- Rheumatoid arthritis
- Cardiovascular disease (stroke, heart attack)
- Alzheimer's disease
- Parkinson's disease
- Huntington's disease
- Chronic fatigue syndrome
- Diabetic complication
- Lou Gehrig's disease (ALS)
- Neurodegenerative diseases

Why is Astaxanthin more effective than other anti-oxidants?

First, Astaxanthin is an anti-inflammatory as well as an anti-oxidant.
Second, Astaxanthin is an amphipathic molecule. This means it is both fat and water soluble, unlike all of the vitamins, which are either fat or water soluble.
Oil and water do not mix. The interactions between hydrophobic (water repelling) lipid molecules and hydrophilic (water loving) molecules are essential informing the cell membrane that protects each cell of the body.
All cells, from the neurons of the brain, to muscle cells and the vital organs, have the same natural barrier that protects them from outside molecules.
Most molecules, from hormones to drugs, require a transporter or receptor to cross the barrier of the cell membrane.
However, due to its amphipathic nature, Astaxanthin is able to insert itself into the cell membrane, reinforcing the natural barrier of the cell membrane and protecting the cells contents, including DNA, from damage.
This unique property of Astaxanthin allows it to disperse throughout the entire body and protect all varieties of tissue types, including tissues that most anti-oxidants cannot reach, such as the brain and the eye.

Protection against oxidative stress from UV rays