



This month's newsletter highlights Fuji's **AstaREAL® P2AF** powder.

**AstaREAL® P2AF** is a high quality powdered astaxanthin extract exhibiting high potency, flowability and stability using a unique formulation and process which eliminates the need for gelatin and other components listed as major allergens by the US FDA. This ingredient is suited for manufacturers who are particularly sensitive to the end-users' needs.

For example, the trends toward vegetarian supplements are growing. This is not a direct result of the growth of vegetarians but rather a growth within the general population based on an interest in healthier diet. Do not miss out the opportunity to differentiate your products.

This ingredient contains **2% natural astaxanthin** complex derived from *Haematococcus pluvialis* microalgae. Fuji has redesigned this product to fill multiple roles to better serve dietary supplement manufacturing industry.

P2AF has excellent potency and processing characteristics so that it is ideal for powder blending into hard capsules or tableting by direct compression. Beadlets on the other hand have poor powder characteristics and may extrude under compression which impacts quality, stability and visual appeal.

Furthermore, depending on the market, another special feature is the water dispersion application making ideal for mixing into supplement style ready-to-drink or powdered instant beverages.

Finally, if you do the math, the **AstaREAL® P2AF** ingredient costs per dose are reasonable. Normally, you'd expect this kind of novel ingredient versatility to command premium prices. So, don't delay any longer and contact Fuji for the nearest **AstaREAL®** authorized supplier.

### **P2AF is...**

- ✓ Vegetarian
- ✓ Allergen Free
- ✓ A free-flowing powder

### **P2AF is suitable for...**

- ✓ Powdered Blends
- ✓ Hard Capsules
- ✓ Tablets
- ✓ Instant Powdered Beverages



Fuji Chemical Industry, Japan is the world leader in the production and research of **AstaREAL®** natural astaxanthin. For more information, please visit [www.astareal.com](http://www.astareal.com) or [contact us](#).

*AstaREAL is a trademark or registered trademark of Fuji Chemical Industry Co., Ltd. in Japan , United States of America , Europe and/or other countries.*

FUJI CHEMICAL INDUSTRY CO., LTD.

For more information, please [contact us](#). If you would prefer not to receive email newsletter, or you've changed your email address, please [click here](#)

Information found is presented in good faith and no guarantee or obligation as to accuracy and no assumption of liability. The information herein does not imply a performance warranty. Purchasers should decide the suitability of the product with respect to their desired application and purpose.