

# Most Innovative & Scientific Ingredient of the Era

**Expert Nutraceutical Advocacy Council**

EDUCATION. AWARENESS. ENGAGEMENT. NETWORK | **GLOBAL AWARDS 2020**

**SIES College of Art, Science & Commerce — Saturday, 7<sup>th</sup> of March**

## AstaReal Astaxanthin Recognized for 32 Years of Pioneering Research

The AstaReal Group, the pioneer and global leader in natural astaxanthin cultivation and clinical science, has been recognized for 32 years of research and innovation by the Expert Nutraceutical Advocacy Council (ENAC).

The award was presented by ENAC President Gupta Sandeep at the EAEN Global Awards 2020, held at the SIES Collage of Art, Science & Commerce, on the 7<sup>th</sup> of March.

AstaReal's Eric Caston said "We are truly honored by the recognition of AstaReal® Astaxanthin as the Most Innovative & Scientific Ingredient of the Era by the Expert Nutraceutical Advocacy Council (ENAC) Board. AstaReal's philosophy is that nutraceutical ingredients should be supported by the strongest possible science and it is great to see that ENAC shares that philosophy."



**30**  
YEARS  
of RESEARCH &  
INNOVATION

Having studied the microalga *Haematococcus pluviialis* since 1988, the company is at the forefront of the natural astaxanthin industry. It was the first company in the world to develop and build a commercial scale cultivation facility for natural astaxanthin, and subsequently the first to release a natural astaxanthin health supplement (Astaxin®, Sweden).

Throughout the last three decades, AstaReal has not only dedicated itself to producing high-quality natural astaxanthin products, but also to investing in extensive clinical research. As a result, the organisation is globally recognized as an authority in natural astaxanthin science with a portfolio of over 60 human clinical trials—making AstaReal® the most widely researched brand of natural astaxanthin on the market.

The **Expert Nutraceutical Advocacy Council** is a professional organization comprised of experts from the nutraceutical industry who, working together with academics, industry leaders and government representatives, aim to assist the development and growth of the nutraceutical sector. The council carries out a variety of activities, campaigns, orientation, training and road shows. ENAC's endeavors are supported by its Education, Awareness, Engagement Network (EAEN.)



## ENAC – EAEN GLOBAL AWARDS



AstaReal is the world's first successful commercial producer of *Haematococcus pluvialis* algae, the raw material with which it pioneered the production and use of astaxanthin for more than 30 years, continuing its clinical and technical research and working to spread its use in daily life and medical practice.

Astaxanthin is produced at biotechnology plants in the United States and Sweden, and is delivered directly to retailers worldwide with the latest nutritional science and unique technical know-how.

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**ASTAREAL (Natural Astaxanthin) – "*Haematococcus pluvialis*"**

The **ENAC-EAEN Global Awards** were presented during this year's Conference on Natural Products—Quality, Safety & Efficacy at the SIES College of Arts Science & Commerce. The awards recognize educational institutes, organizations, individuals, governments and media partners whose contribution to the nutraceutical sector has created novel opportunities to merge scientific discovery with the growing consumer interest in health.



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