

A REVIEW OF VALENSA'S CAROTENOIDS



What are Carotenoids?

Carotenoids are pigments that are found in plants and other organisms that carry out photosynthesis such as algae and some species of fungi and bacteria. These pigments play a dual role: (1) to absorb energy from sunlight during photosynthesis and (2) to protect plant cells from photodamage.

Depending on the presence or absence of oxygen molecules, carotenoids are classified into either carotenes (Beta-carotene, Lycopene) or, as Xanthophylls (Astaxanthin, Lutein and Zeaxanthin).

Valensa's Carotenoid Line

Astaxanthin, Lycopene, Lutein and Zeaxanthin are among the most important carotenoids that have been found to have a major impact in human health. Valensa offers these carotenoids as single ingredients or in condition-specific formulations.



Zanthin® Natural Astaxanthin Complex - "The King of Carotenoids"

Astaxanthin, the red colored xanthophyll pigment that gives salmon its pink color, is one of the most powerful lipophilic antioxidants yet discovered. It has been shown to be up to 500 times more powerful than Vitamin E, 10 times more potent as beta-carotene and 5 times more potent than lutein.

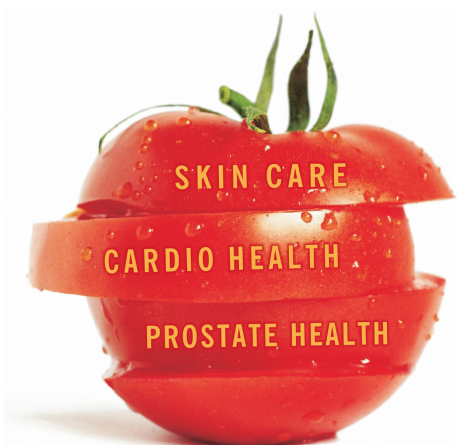
This high level of antioxidant activity means much better ability to address the many age-onset conditions related to oxidative stress.

Astaxanthin's molecular composition allows it to have a positive impact on a wide variety of health conditions.

- It has been shown to actually cross the blood-brain and blood-retina barriers, meaning that it can positively impact brain, central nervous system and eye health.
- Astaxanthin has been shown to be a powerful modulator on the immune function.
- It has been shown to be 1,000 times more effective than both beta-carotene and lutein in addressing the effects of UV light.
- Astaxanthin also has excellent benefits for the cardiovascular system.

What makes Zanthin brand Astaxanthin different?

- ✓ **Eye Health Patent** (US Patent #5,527,533)
- ✓ **Extremely Stable** due to addition of O2B® Peroxidation Blocker package
- ✓ **Guaranteed 4 Year Shelf Life**
 - 7 years of excellent stability data
- ✓ Valensa is the only producer that **actually extracts Astaxanthin from algae biomass**
 - Our competitors have their extraction done by third party, off-shore contractors
- ✓ Extracted in our Deep Extract™ supercritical CO₂ extraction facility
 - The only US-based facility of its kind
 - Allergen-free, Organic certified
- ✓ Oleoresin, Beadlets, Softgel, Capsule



Parry Tomato Lycopene Complex

Lycopene is the carotene responsible for the red color of the tomato, watermelon and pink grapefruit. Among the carotenes, it is the most efficient quencher of singlet oxygen free radicals. Lycopene has been linked with supporting skin, prostate and cardiovascular health.

Parry Tomato Lycopene Complex is a wholesome and natural tomato extract that can be used in a wide variety of condition specific formulations. The unique extraction methods and dedicated facilities, combined with the selection of only the finest tomatoes, make our formulations the most stable and efficacious lycopene-based products available.

Features & Benefits of Parry Tomato Lycopene Complex:

- Contains natural tomato lycopene plus naturally occurring phytonutrients including Phytoene, Phytofluene, Tocopherols and Beta-Carotene
- Guaranteed Stability (2+ Years)
- High Bioavailability
- Custom Formulations
- GRAS
- 100% Vegetarian
- Kosher and Halal Certified



Forms & Usage

Form	Concentration (%)	Usage
Beadlets	5, 10	Tablets/Capsules
Microencapsulated Powder (DC Grade)	6, 10	Tablets
Oleoresin (Oil)	5, 7, 10, 15, 18	Softgels
Cold Water Dispersible Powder (CWD)	6, 10	Food Fortification
Cold Water Soluble (Suspensions)	3, 6	Funct. Beverage



Lutein & Zeaxanthin

Lutein and zeaxanthin are naturally occurring fat-soluble antioxidant carotenoids widely found in green leafy vegetables and various yellow to orange-colored fruits and flowers. Lutein is also found in significant quantities in the yolk of the egg, and in corn. One of the richest sources of lutein and zeaxanthin in nature is marigold flowers.

Lutein belongs to the xanthophylls family of carotenoids and is one of the two major components of the macular pigment in the retina. It is found either in the “Free” form (Trans-Lutein) or in the ester form.

Like Lutein, Zeaxanthin also belongs to the xanthophylls family of carotenoids is chemically very closely related to Lutein, both have the exact same chemical formulae, differing only in their physical structure.

In people, lutein and zeaxanthin make up most of the pigment in the center of the retina, the central part of the retina responsible for sharp and detailed vision. These two pigments absorb wavelengths in the high-energy spectrum; they may help protect retinal cells in the macula against “phototoxic” damage caused by short-wavelength high-energy light radiation. Lutein and Zeaxanthin are the only carotenoids found in both the macula and lens of the human eye.

Condition Specific Formulations

with Valensa Carotenoids



Eye Health



- **Astaxanthin Patent**
 - US #5,527,533
- **CARMIS Study**
- **Key Ingredients:**
 - Astaxanthin
 - Lutein
 - Zeaxanthin
 - Omega-3 Phospholipids
- **Forms**
 - Softgel



- **The ONLY commercially available Lutein and natural Trans-Zeaxanthin product derived from marigolds**
- **Patent-Protected Process**
- **Key Ingredients:**
 - Lutein
 - Trans-Zeaxanthin
- **Forms**
 - Suspensions
 - Beadlets



Men's Health



- **Stable Formulation**
- **Patented (USPlus®)**
 - US #6,669,968 & US #6,319,524
- **Key Ingredients:**
 - US Plus® Saw Palmetto Extract
 - Parry Tomato Lycopene Complex
- **Forms**
 - Capsule

Skin Care



- **Proprietary blend of proven ingredients designed to protect and enrich the skin**
- **Key Ingredients:**
 - Proprietary Blend
- **Forms**
 - Softgel

Cardio Health



- **O2B® Protected for Stability**
- **Enhanced with 1.5 mg/g of Zanthin® Natural Astaxanthin**
- **Key Ingredients:**
 - Astaxanthin
 - Krill Oil
- **Forms**
 - Softgel



- **Proprietary blend of Parry Tomato Lycopene Complex and ALA**
- **Key Ingredients:**
 - Parry Tomato Lycopene Complex
 - Tresalbio® (Omega-3)
- **Forms**
 - Softgel

