HOME page

AstaDaily®

*Your new health solution*

All In One, One For All

OUR MISSION

- *make everyone benefits from natural and health microalgae products, through the development of sustainable and innovative biotechnology.*

THE COMPANY ASTAXANTHIN OUR QUALITY

ASTAXANTHIN

THE KING OF CAROTENOIDS

The strongest antioxidant discovered

The only carotenoid that can cross blood brain barrier

AstaDaily®

Should we remove links here?

Contact us:

318 Richmond ST W, Toronto, ON, Canada

+1-888-730-6668

Mon-Sat 9:00-21:00

PRODUCT page

10+ meticulously selected ingredients 150% more effective than similar products

Results showing in 2 weeks of daily use 100% natural astaxanthin

We offer the best professional health solution with the world’s strongest natural antioxidant - astaxanthin. Our unique all-in-one formula contains over 10 different ingredients to maximize the health benefits to your body.

AstaDaily® is a reliable source of natural antioxidant and omega-3 fatty acids for the maintenance of good health.

* It maintains eyesight in conditions such as cataracts and age-related macular degeneration
* It reduce the risk of developing cataracts and improve macular pigment optical density
* It maintain healthy hair, nail, mucous membranes and skin
* It prevent biotin deficiency
* It maintain and support cardiovascular health

**FAQ**

1. How is AstaDaily different from other astaxanthin softgels?

* Cutting edge technology;
* Compound formula;

All in one, one for all. Helping you to save time and money;

* Health Canada Approved;
* Best origin ingredients;

We only choose the best qualities of ingredients.

1. Why has there been so little claims about astaxanthin health benefits?

Astaxanthin is the most powerful antioxidant known to science. However, it is very difficult to have industrial production, which is why they are not widely mentioned in various publications on nutrition.

Until recent years, only a few companies around the globe can access microalgae to industrially produce astaxanthin, and we are one of them.

1. Who should take AstaDaily?

Antioxidants are necessary at all ages as only a lucky few have the skill and opportunity to supply their bodies with all the necessary antioxidants through their diet. This dietary supplement is recommended for anyone whose daily intake of fruit and vegetables is less than 500 g. So far there is no data available on the suitability of astaxanthin for people under 20 years of age.

1. What is the best way to take astaxanthin?

It is best to take the astaxanthin capsule with food that has at least some fat content.

For Example: whole milk products, boiled eggs, meat, nuts, seeds and chocolate.   
The fats in food ensure that the astaxanthin is fully absorbed in the body.

1. Why does the AstaDaily capsule contain oil?

Astaxanthin, just like other carotenoids, including beta-carotene, is fat soluble. Astaxanthin is better absorbed together with fats and thus has a better bioaccessibility in the body.

This is also why it is recommended to add a drop of oil to fresh-squeezed carrot juice.

1. Is it possible to be allergic to astaxanthin?

Base on the study, so far there is no report that human body is allergic to astaxanthin.

1. Is astaxanthin recommended during pregnancy and breastfeeding?

Astaxanthin has demonstrated safety in numerous human clinical trials.

However, we recommend postponing in such sensitive periods.

1. How does astaxanthin interact with other medication?

\* Astaxanthin can reduce the blood glucose level, therefore it should be used with care in combination with other glucose reducing medication.

 If you are using insulin or other medication for diabetes, please consult with your doctor before beginning use of astaxanthin in order to adjust the dosage of insulin or other diabetes medication accordingly.

\* Astaxanthin can lower blood pressure. If you are using other medication, dietary or plant supplements to lower blood pressure, please consult with your doctor to determine the necessity of use and proper dosage.

\* Astaxanthin can increase risk of bleeding or blood clots when used in combination with other medication of this type, including aspirin, anticoagulants (blood thinners) such as warfarin or heparin, antithrombotic medication such as clopidrogel.

 \* Astaxanthin may interact with some medications which are metabolised via the liver cytochrome P450 enzyme system. This can lower the level of these medications in the blood thus decreasing their efficiency. If you use any other medication, please study the instructions for use and consult a competent medical professional about possible interaction before starting to use astaxanthin.

CONTACT page

Change email to info@iconthin.com

ASTAXANTHIN page

ASTAXANTHIN

Astaxanthin is the most powerful natural antioxidant that is ever discovered. It has a unique molecular structure that makes it is one of the very few supplements that can cross the blood brain barrier. The antioxidant power of Astaxanthin is 6000 times stronger than vitamin C, 550-1000 times than vitamin E, 10 times than beta0carotene, 60 times than grame seeds, 200 times than teapolyphenois, and 150 times more effective than anthocyanin, 75 times than lipoic acid, 800 times than coenzyme Q10, and 7 times than lycopene. This special compound is found commonly in red-colored marine inhabitants such as wild salmon, trout, krill, shrimp, lobster, crab and algae.

The concentration of astaxanthin in microalgae cells is several orders of magnitude higher than that in aquatic animals. This special microalgar *Haematococcus pluvialis* is primary industrial source for natural astaxanthin. These microalgars produce large amounts of astaxanthin for self-preservation purposes to protect their cell DNA to huge oxidative stress from UV radiation and free radicals.

Astaxanthin has several essential biological functions including protection against oxidation of essential polyunsaturated fatty acids; protection against UV light effects; immune response; pigmentation; communication; reproductive behavior and improved reproduction

Health benefits highlight using individual sections:

HEALTH BENEFITS

1. Antioxidant effects

Free radicals and highly reactive forms of oxygen are produced in the body during normal metabolism and can be induced by Physiological stress, air pollution, tobacco smoke, exposure to chemicals or exposure to ultraviolet (UV) light. Free radicals can damage DNA, proteins and lipid membranes. Oxidative damage has been linked to aging, atherogenesis, ischemia-reperfusion injury, infant retinopathy, age-related macular degeneration and carcinogenesis.

Astaxanthin provides cell membranes with potent protection against free radical or other oxidative attack. The unique chemical structure of astaxanthin precisely position it within cell membranes and circulating lipoproteins, thereby preventing the degradation of lipid membranes and other molecules or tissues from being damaged. Astaxanthin’s antioxidant activity has been demonstrated in several experimental studies to confirm that this nutrient has a large capacity to neutralize free radical or other oxidant activity in the nonpolar (“hydrophobic”) zones of phospholipid aggregates, as well as along their polar (hydrophilic) boundary zones.

1. Anti-inflammatory effects

Chronic inflammation is believed to be the silent disease at the heart of most degenerative conditions and lifestyle-related diseases. Astaxanthin has been reported to have anti-inflammatory effects as it can significantly lower the concentration of biomarkers of systemic inflammation. It also reported to benefit many chronic inflammatory conditions such as Crohn’s disease and ulcer disease.

1. Vision and eye health

Astaxanthin has been extensively researched for its benefits for vision in terms of visual sharpness improvement, relieve eye fatigue and mitigate the age-related macular degeneration (AMD). Astaxanthin with strong antioxidant activity and UV-light protection effect reduced the risk for both nuclear cataracts and AMD. Research also shown deposition of astaxanthin in the eye could provide superior protection against UV light and oxidation of retinal tissues pointing to the potential of astaxanthin for eye health maintenance.

1. Cardiovascular benefits

High blood levels of low-density lipoprotein (LDL) - cholesterol (the ‘bad’ cholesterol) are associated with an increased risk of atherosclerosis. high-density lipoprotein (HDL) blood levels are inversely correlated with coronary heart disease and are indicative of protection against atherosclerosis. Research on human subjects has shown astaxanthin protects LDL-cholesterol against induced in vitro oxidation and in an animal model study, astaxanthin supplementation led to an increase in blood levels of HDL. Thus, astaxanthin could benefit cardiovascular health by preventing LDL-cholesterol oxidation and modifying blood levels of LDL and HDL cholesterol.

Astaxanthin intakes also reduce the risk of red blood cells (RBCs) being attack by oxidative stress which will cause peroxidative damage to the RBC membrane phospholipids, impairing its oxygen-carrying capacity.

Astaxanthin also improved an experimental measure of “rheology” (blood flow capacity) in healthy men. This finding suggests astaxanthin could potentially improve microcirculation.

1. Anti-aging effects

It is believed that the cumulative oxidative damage to mitochondria is the main culprit for the senescence of cells, which in turn is responsible for aging. Astaxanthin reduced the mitochondria’s endogenous production of oxygen radicals and protected the mitochondria against a decline of membrane function that typically occurs over time in cell cultures. Astaxanthin is found not only can preserve mitochondrial functions and its unique potential in the fight against aging, but also increased mitochondrial activity in these cells by increasing oxygen consumption without increasing generation of reactive oxygen species.

1. Immune system benefits

Immune response cells are particularly sensitive to oxidative stress and membrane damage by free radicals. Astaxanthin is found can enhance in vitro antibody production and can also partially restore decreased humoral immune responses.

1. Memory and brain functions

There is substantial evidence that oxidative stress is a causative or at least ancillary factor in the pathogenesis of major neurodegenerative diseases (Alzheimer’s, Huntington’s, Parkinson’s and amyotrophic lateral scler- osis, ALS) and that diets high in antioxidants offer the potential to lower the associated risks. Astaxanthin can cross the blood brain barrier in mammals and can extend its antioxidant benefits beyond that barrier. Preliminary experiments shown astaxanthin improves cognitive functions in terms of improvement on measures of reaction time, attention, and working memory.

1. Muscle performance and endurance

Astaxanthin significantly improved performance in the assessment designed to measure muscle strength and endurance. Astaxanthin also provides protection against oxidative stress and for improving speed and endurance in athletes.

1. Male fertility and reproduction benefits

Astaxanthin was evaluated for protecting sperm function and fertility. Clinical trial results shown sperm linear velocity was significantly increased and semen oxygen radical generation was markedly decreased. Moreover, the pregnancy rate, which was 54.5 percent for the astaxanthin group compared to 10.5 percent for the placebo group (p<0.05).

1. Safety

Astaxanthin has demonstrated safety in numerous human clinical trials. Animal experiments have investigated astaxanthin at levels well over 120 mg/day in human equivalents, without causing apparent harm. Hoffman-La Roche confirmed its safety with extensive tests, including acute toxicity, mutagenicity, teratogenicity, embryotoxicity, and reproductive toxicity.

**How does it work?**

Astaxanthin (3,3’-dihydroxy-beta,beta-carotene-4,4’-dione) belongs to the xanthophyll subclass of carotenoids. The astaxanthin molecule has an extended shape, with a polar structure at either end of the molecule and a nonpolar zone in the middle. The polar structures are ionone rings that have potent capacity for quenching free radicals or other oxidants, primarily in an aqueous environment, but possibly also in the absence of water.

This polar-nonpolar-polar layout also allows the astaxanthin molecule to take a transmembrane orientation, making a precise fit into the polar-nonpolar-polar span of the cell membrane. The nonpolar middle segment of the astaxanthin molecule is a series of carbon-carbon double bonds, which alternate with carbon-carbon single bonds – termed “conjugated.” This series of conjugated double bonds gives the molecule a further antioxidant dimension, with a capacity to remove high-energy electrons from free radicals and “delocalize” their electronic energy via the carbon-carbon chain – analogous to a lightning rod on the molecular level.

**Synthetic vs. natural astaxanthin**

Virtually all commercially available natural astaxanthin is predominantly in the all-trans geometric form 3S,3S’ Astaxanthin, as occurs in microalgae *H. pluvialis* which is also the predominant natural astaxanthin used in all clinical trials to date. Synthetic astaxanthin is not certified as dietary supplement due to different chemical compositions and safety concerns.

TEAM page

ABOUT US

The extensive work and research on microalgae accomplished in the lab at University of Toronto has laid down the foundation of the knowledge for our company. Our cutting-edge microfluidic technology along with comprehensive understanding and hands-on experience on microalgae provides an advanced platform to perform research and development for innovative biotech products. Innovation, passion and reputation are three pillars that construct the core competence of our company. At Iconthin, we are dedicated to make everyone benefits from natural and health microalgae products, through the development of sustainable and innovative biotechnology.

ACHIEVEMENTS

Our recent research on hydrothermal disruption of *Haematococcus pluvialis* for astaxanthin extraction has been published in *Green Chemistry*. This innovative method proposed in this research achieved near-complete extraction whereas conventional disruption methods resulted in sub 20% extraction efficiency.

MATERIAL page

100% NATURAL ASTAXANTHIN

Our astaxanthin is 100% natural and produced by *Haematococcus pluvialis* growing in closed tubular photobioreactors (PBR). Microalgae strain is carefully selected and cultivated in a high-standard cleanroom to ensure the best quality of cell culture. Water and CO2 used in the PBR are also purified intensively to provide a contamination-free environment for the microalgae.

CERTIFICATION

FDA + HALAL … need more infor on this.