

Astaxanthin Benefits

We've known for a while now that **antioxidants** are our most effective weapon against the cell-damaging free radicals that cause oxidation and inflammation throughout our bodies. Free radicals **literally accelerate the aging process**, making way too many of us feel "old" and tired during what should be the best years of our lives.

It's been more than 50 years since Nobel Prize winner **Dr. Linus Pauling** shook the medical world with his breakthrough book, ***Vitamin C and the Common Cold*** which quickly became a bestselling sensation. Finally, vitamin C got the attention it deserved, and millions of people began taking this powerful antioxidant to help build resistance and maintain good health.

Dr. Pauling's work helped trigger the avalanche of antioxidant research that followed. While vitamin C remains a popular remedy to boost immunity and combat the common cold and other seasonal ailments, in recent years, groundbreaking research has shown **Astaxanthin** (pronounced asta-zan–thin), a rare deep red colored carotenoid found in microalgae, to be **the most powerful antioxidant available in nature**:

- 100 times stronger than **vitamin E**
- 550 times stronger than **green tea**
- 800 times stronger than **CoQ10**
- And 6,000 times stronger than **vitamin C**

Unlike most water-soluble antioxidants, which simply circulate throughout your bloodstream, astaxanthin is fat-soluble, which means it has the remarkable ability to integrate itself into every cell, tissue and organ in your body where it can neutralize health-robbing **free radicals**. It is especially effective at combatting a particularly damaging form of free radical oxidation called **singlet oxygen**.

To live, each of us relies on the oxygen we receive from the 25,000 or so breaths we take each day. Our oxygen-rich world carries the **inevitable risk of oxidative stress** since over time oxygen can damage all organic matter. For example, see what happens when a nail is exposed to the outdoor elements. At first the nail is smooth and shiny but, as the years go by, oxidation causes it to rust until it becomes rough and brittle.

Astaxanthin is the best antioxidant on earth at neutralizing the "rusting out" that results from this **singlet oxygen** oxidation process, and it is dramatically more powerful in this regard than other potent antioxidants* according to 1,500+ Peer-Reviewed Scientific Astaxanthin Studies.

Just a small amount is clinically proven to:

- Neutralize free radicals to protect cells and fight aging***
- Promote a normal inflammatory response body-wide**
- Improve muscle endurance and exercise performance***
- Reduce joint pain and support healthy, flexible joints*

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- Support healthy circulation and overall cardiovascular health**
- Help your brain and nervous system function optimally**
- Relieve eye strain and fatigue**
- Promote a healthy and properly functioning immune system*
- Protect skin against UV damage and premature aging**

This may seem like a “no brainer,” but research has shown that higher levels of physical activity are correlated with a longer lifespan and healthier old age.* Being active helps our bodies detoxify and strengthens our immune system. There is convincing evidence that exercise has a measurable anti-aging effect on our cells.* **Astaxanthin** can also increase your strength and stamina, and help you exercise longer and feel less sore afterwards without any side effects. Astaxanthin is what makes salmon’s flesh pink, and it is also what gives salmon their seemingly supernatural endurance – the ability to swim upstream for up to 2,000 miles!

Here's what you can expect when taking **Astaxanthin**:

- A big boost in your energy, stamina and muscle endurance
- Less soreness and fatigue for faster exercise recovery
- More comfortable and flexible joints with less pain
- Support for healthy circulation and cardiovascular health
- Improved mood, focus, memory and cognitive health
- Support for overall eye health and relief from eye strain
- Vibrant, youthful-looking skin and reduced dryness
- Support for a stronger and more protective immune system