



History and Quality of **AstaZine™** Astaxanthin from BGG

OUR FOUNDER: BGG was founded in 1995 by Mr. Chunhua Li to focus on the production and supply of the absolute highest quality, efficacious nutraceutical ingredients. Prior to founding BGG, Mr. Li was a university professor teaching and researching in the area of natural supplements and medicinal herbs. After devoting his early career to increasing his and others' knowledge of preventative medicine and healing through natural supplements, Mr. Li set out on what would be his primary life objective: Producing health-giving natural ingredients, always with the utmost focus on quality and efficacy.

EVOLUTION OF BGG: BGG has evolved into a leading supplier of natural active ingredients to several different industries with offices located in the world's three largest markets, Japan, USA and China. BGG starts with the highest quality, wild-crafted and organic Non-GMO raw materials that are clinically supported. Our end goal—nutritional solutions to enhance people's well-being and quality of life. We supply the world's most discerning and quality-conscious companies, with our largest market being in Japan followed by USA. We even supply some top pharmaceutical companies that use natural active ingredients. Many of our largest customers require rigorous quality audits of our production facilities, processes and laboratories on a continual basis. These audits are in addition to these demanding customers' constant testing of our products' quality. Fortunately, extensive in-house laboratory analyses ensure that every production lot meets our industry-leading standards before leaving our doors. And of course, we hold several different third-party certifications from independent certifying authorities.

OUR PINNACLE OF ACHIEVEMENT: The World's State-of-the-Art Astaxanthin Farm

BGG partnered with a group of scientists and engineers in 2006 to begin producing Natural Astaxanthin from *Haematococcus pluvialis* microalgae. The operation started small, and after much trial and error, proprietary methods were learned to ensure that BGG's Astaxanthin has attained the same high quality standards that all our other products share. The algae are grown in glass tubes to protect them from a multitude of contaminants that frequently invade *Haematococcus* cultures. And unlike other closed systems, we use the most natural energy source possible—sunlight. The small farm has greatly expanded and is now the world's second largest Natural Astaxanthin production facility. And we have plenty of room to expand; in fact, we plan to be the world's largest producer by 2017. We invite any potential customer to tour our farm and see it for yourself; we're sure that you'll be impressed.

THE END RESULT: The World's Purest and Most Concentrated Natural Astaxanthin

No other Natural Astaxanthin producer has a higher concentration of pure Astaxanthin in their algae biomass. And no other company has a higher ratio of Astaxanthin to other carotenoids in their raw materials. AstaZine™ Natural Astaxanthin is grown in our proprietary glass-tube closed system and is free from contaminants and as pure as you can find anywhere. In fact, it's grown using water from the Himalayan Mountains. Our oleoresins, beadlets and powders have already been qualified by many of the largest and most discerning nutraceutical companies in the world. And best of all, we deliver our top quality Astaxanthin at an extremely competitive price.

