

Zanthin®

Natural Astaxanthin

AGE IS JUST A NUMBER

52M Americans currently are 65+¹

95M Americans will be 65+ by 2060¹

1 IN 3 People will be 60+ by 2050 in all developed countries²

With modern medicine increasing life expectancy and a rising percentage of older individuals in the coming years, healthy aging is a public health priority.

HEALTHY AGING REQUIRES A BALANCING ACT

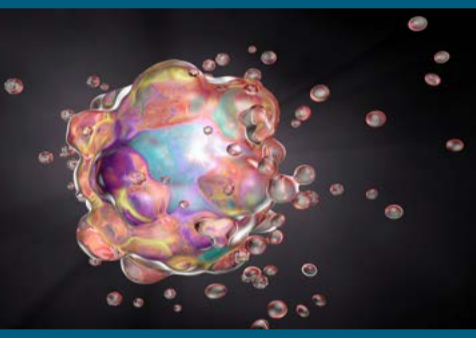
Aging well requires looking beyond the surface and understanding aging at a cellular level.



A key contributing factor to aging is the disruption in the balance of reactive oxygen species (ROS). This can be further accelerated with environmental stressors and factors associated with a hectic lifestyle, including an unhealthy diet.



Reduction in Antioxidant Defenses
Imbalance of ROS leads to increased oxidative stress which results in damage to DNA, proteins, and lipids within the mitochondria of the cell.³

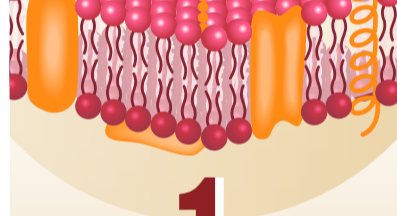


Elevated Levels of Inflammation
Dysfunction within the mitochondria triggers an inflammatory response by activating NF-KB signaling pathway and secretion of other inflammatory cytokines.⁴

Low-grade inflammation, when unchecked, can contribute to health conditions such as joint discomfort, eye fatigue, and cardiovascular issues.*

ZANTHIN® NATURAL ASTAXANTHIN: POWERHOUSE OF NATURE

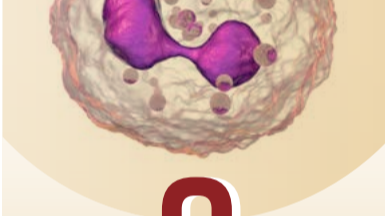
Zanthin® Natural Astaxanthin can play a pivotal role in healthy aging. Let's take a look at its three-prong approach:



1

Spans the cellular membrane

Zanthin® has the unique ability to bridge across the cellular membrane to trap and quench ROS and neutralize its negative effect.



2

Acts as an immunomodulator*

Zanthin® elicits a proper immune response to manage inflammation and rebalance the body.*



3

Balances inflammatory response*

Zanthin® has been shown to downregulate pro-inflammatory cytokines and up-regulate anti-inflammatory cytokines.⁵

IMPORTANT SUPPORT FOR HEALTHY AGING

Zanthin® has been shown to address DNA damage, manage healthy inflammation response, and to support joint and vision health.*



STUDY 1: Addressing DNA damage⁶

In a 2010 study, Zanthin® Natural Astaxanthin reduced inflammation and prevented progression of cellular DNA damage at 4 weeks, and confirmed again at 8 weeks.



STUDY 2: Managing healthy inflammation response⁵

In a 2016 animal study, Zanthin® Natural Astaxanthin dramatically impacted inflammation at the cellular level with significant reductions in pro-inflammatory cytokines and elevated levels of anti-inflammatory cytokines.



STUDY 3: Supporting joint health⁷

A 2020 animal study found that Zanthin® Natural Astaxanthin, as part of a proprietary joint health formulation, could reduce joint pain and reduce cartilage damage.*



STUDY 4: Supporting visual health⁸

In a randomized, human clinical trial, patients treated with astaxanthin and other synergistic carotenoids reported meaningful improvements in visual acuity, contrast sensitivity and visual function.*

INTEGRATED SUPPLY CHAIN

Here at Valensa we recognize the challenges our partners face in delivering a consistent quality product to the market.

From growing and harvesting algae in a pristine valley in South America to extracting astaxanthin in the United States, Valensa ensures supply chain integrity, quality of production and uninterrupted supply of Zanthin® Natural Astaxanthin for all of our partners.

For your improved line of healthy aging products, incorporate Zanthin® Natural Astaxanthin

Visit Valensa.com | 352-357-2004 | email: moreinfo@valensa.com

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2. Natural Products Insider, March 2020, Digital magazine: Healthy aging
3. Kim SH, et al. 2018. Nutrients. 10(9): 1137
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5. Park JS, et al. 2016. J Med Food. 19(12):1196-1203
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