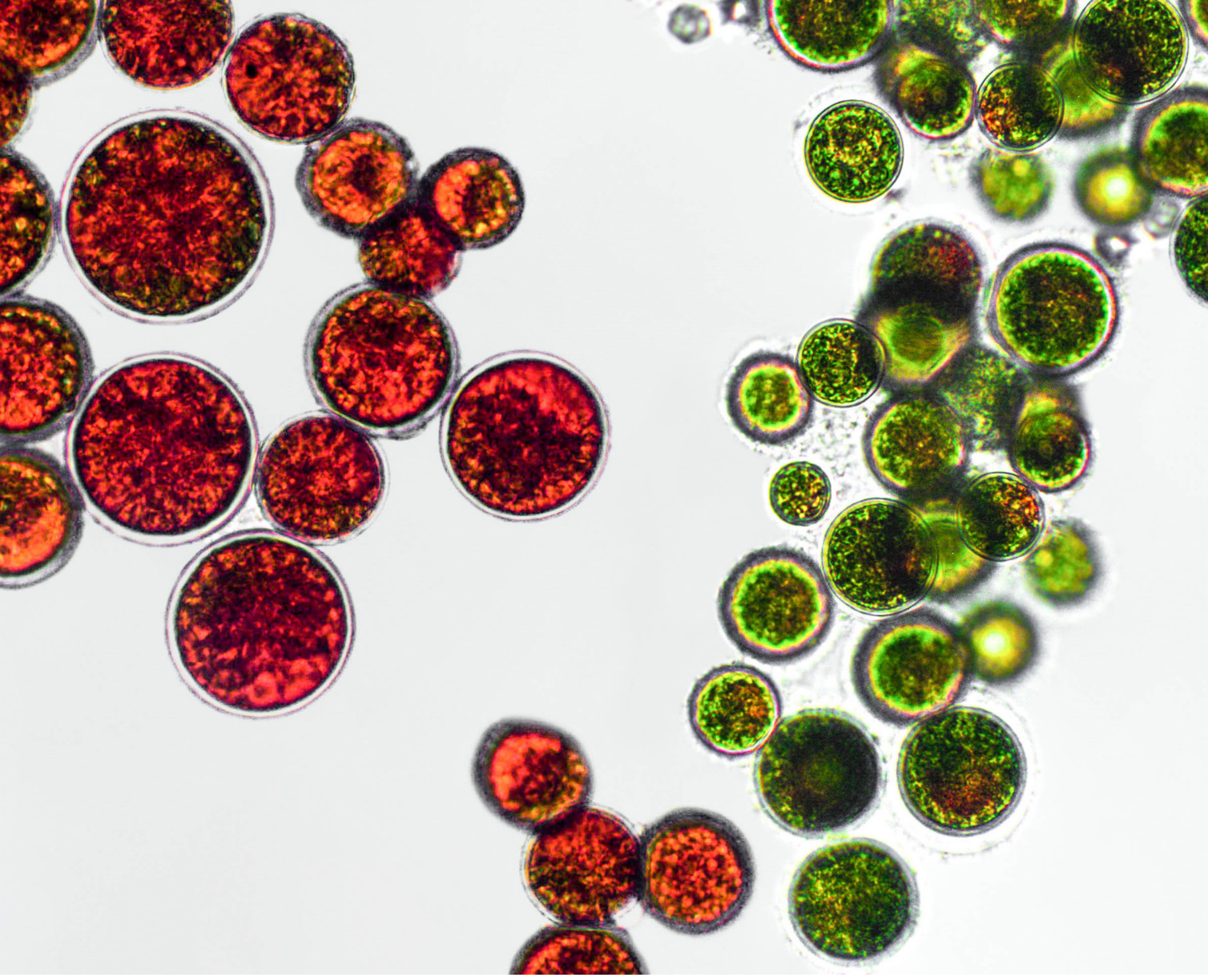


Natural vs. Synthetic Astaxanthin

RAHN

Astaxanthin, a powerful **antioxidant** belonging to the **carot-enoid** family, has gained significant attention for its benefits.

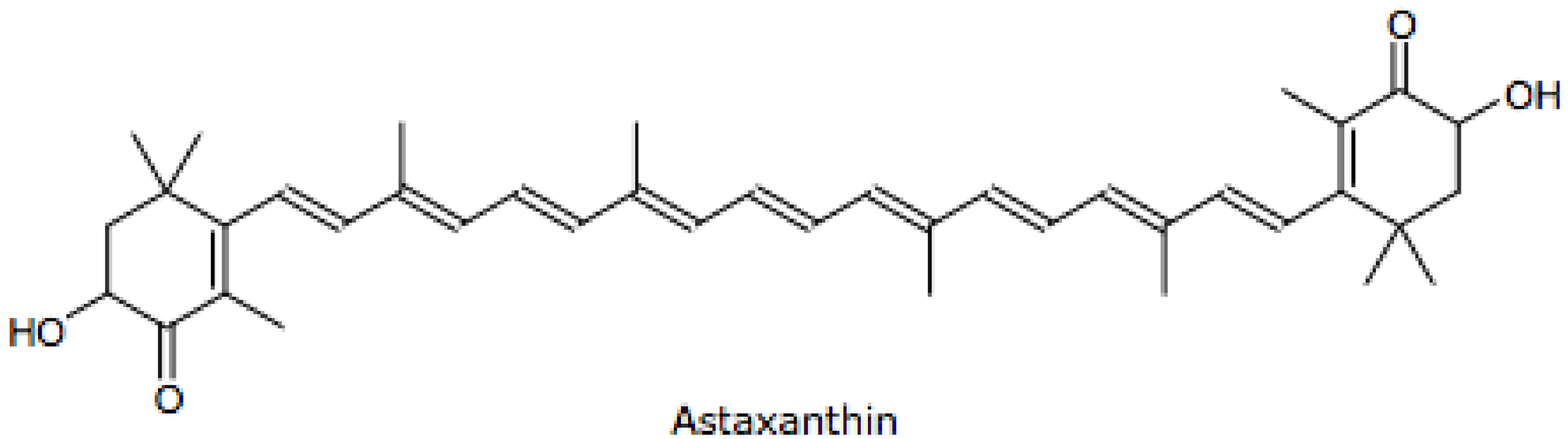
As the demand for this **powerhouse antioxidant** rises, the pivotal question arises:

Natural or synthetic astaxanthin?

What are the differences?

Natural and **synthetic** astaxanthin are different because of how their **molecules** are **arranged**. Imagine the molecules as shapes – chirality means the shapes are the same, but like reflections in a mirror.

In synthetic astaxanthin, the shapes are a bit different, with more of one type (3R,3'S) **compared** to what's mainly found in natural astaxanthin (3S,3'S, like in Haematococcus). So, it's like natural astaxanthin has a **special arrangement** that makes it unique.



Astaxanthin

Further, natural astaxanthin is characterised by a higher **oxygen radical absorbance capacity** (ORAC), indicating its enhanced ability to neutralise free radicals.

Additionally, it exhibits **greater stability** and **better assimilability** within the human body, providing optimal support for various **health benefits**.

Another noteworthy **difference** is the **regulatory status** of natural versus synthetic astaxanthin. In the United States, **synthetic astaxanthin** lacks *Generally Recognized as Safe (GRAS)* status, highlighting **potential concerns** about its **safety** for human consumption.

While regulations for cosmetics may vary, products utilising dried biomass (powder) of **natural astaxanthin** bypass these concerns, offering a **safer alternative** for health-conscious consumers.

In conclusion, for consumers navigating the world of astaxanthin in skincare, understanding these distinctions is pivotal for making well-informed choices **promoting skin health and overall well-being**.

Curious about our natural Astaxanthin, **AstaCos OL 50**? Check our website and learn more about its exceptional qualities.