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CORE ASX[®]

E-brochure

INTRODUCTION

CORE ASX® is a multi-functional dietary supplement which delivers pure natural astaxanthin (ASX) from the microalgae *Haematococcus pluvialis* combined with Vitamin C and natural Vitamin E.

This vegetarian-friendly formula contains the highest quality natural ASX, which helps to strengthen the immune system, promote younger-looking skin, enhance muscle performance and recovery, and protect cells against oxidative stress.

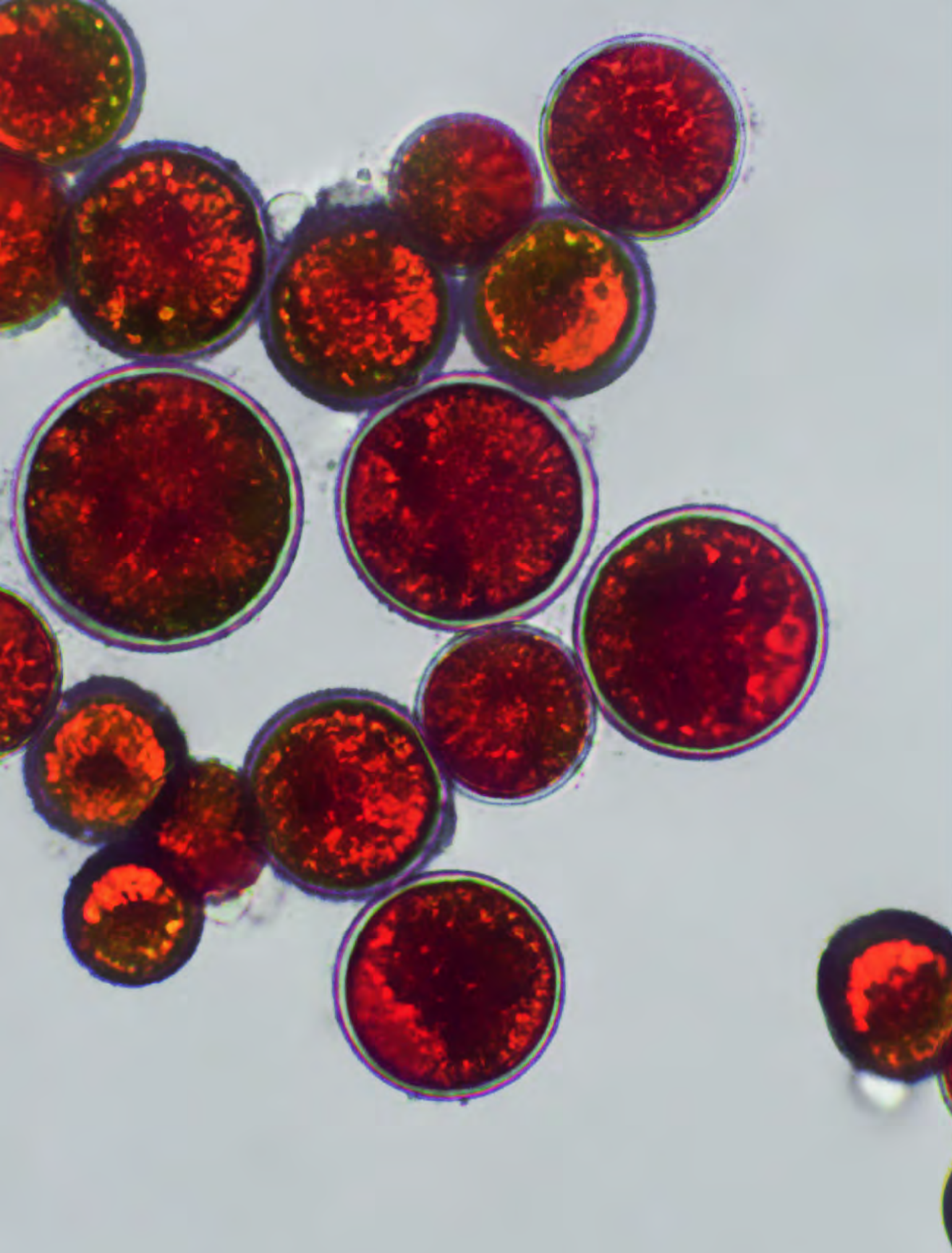
CORE ASX® has been designed to support and enhance a wide range of bodily functions, and this is made possible by its key ingredient – ASX. Often referred to as “The King of Antioxidants”, ASX is considered to be Nature’s most powerful anti-aging molecule.



THIS PRODUCT IS CERTIFIED WITH INFORMED SPORT

Every batch of this product is tested for banned substances under the Informed Sport programme. Products undergo rigorous testing using ISO 17025 accredited methods to provide the highest level of assurance for athletes.





WHAT IS ASX?

Astaxanthin (ASX) is a natural carotenoid from the microalgae *Haematococcus pluvialis*. It can be found in abundance in arctic marine environments, as well as in fresh water rock pools all over the world. Highly praised for its many nutritional and anti-aging benefits, ASX is thought to be Nature's best defence against oxidative stress.

Around 95% of the ASX on the market is produced synthetically, but CORE ASX® contains a superior form that is natural, bioavailable and clinically proven. Produced to the highest standards of quality and safety, the ASX used in this formula is of the highest concentration and purity available.

Natural ASX has a unique molecular structure that makes it hundreds of times stronger than many other antioxidant molecules. When compared with some of the most well-known antioxidants, ASX demonstrates a superior ability for combatting singlet-oxygen (the most damaging free radical).

NATURAL ASX IS:

The strongest singlet-oxygen quencher among anti-aging molecules.

- 6,000 times stronger than Vitamin C
- 3,000 times stronger than Resveratrol
- 800 times stronger than CoEnzyme Q10
- 560 times stronger than Green Tea Catechins
- 500 times stronger than Vitamin E



SUMMARY OF BENEFITS

Natural ASX has a wide range of benefits for both men and women, supporting the needs of a healthy active lifestyle, in both the young and the aging.

Featuring in more than 400 peer-reviewed studies, ASX has been shown to support:

- **Immune Response**
 - **Cellular Protection (Antioxidant)**
 - **Skin Health and Anti-Aging**
 - **Muscle Performance**
 - **Cognitive Health**
 - **Vision and Eye Health**
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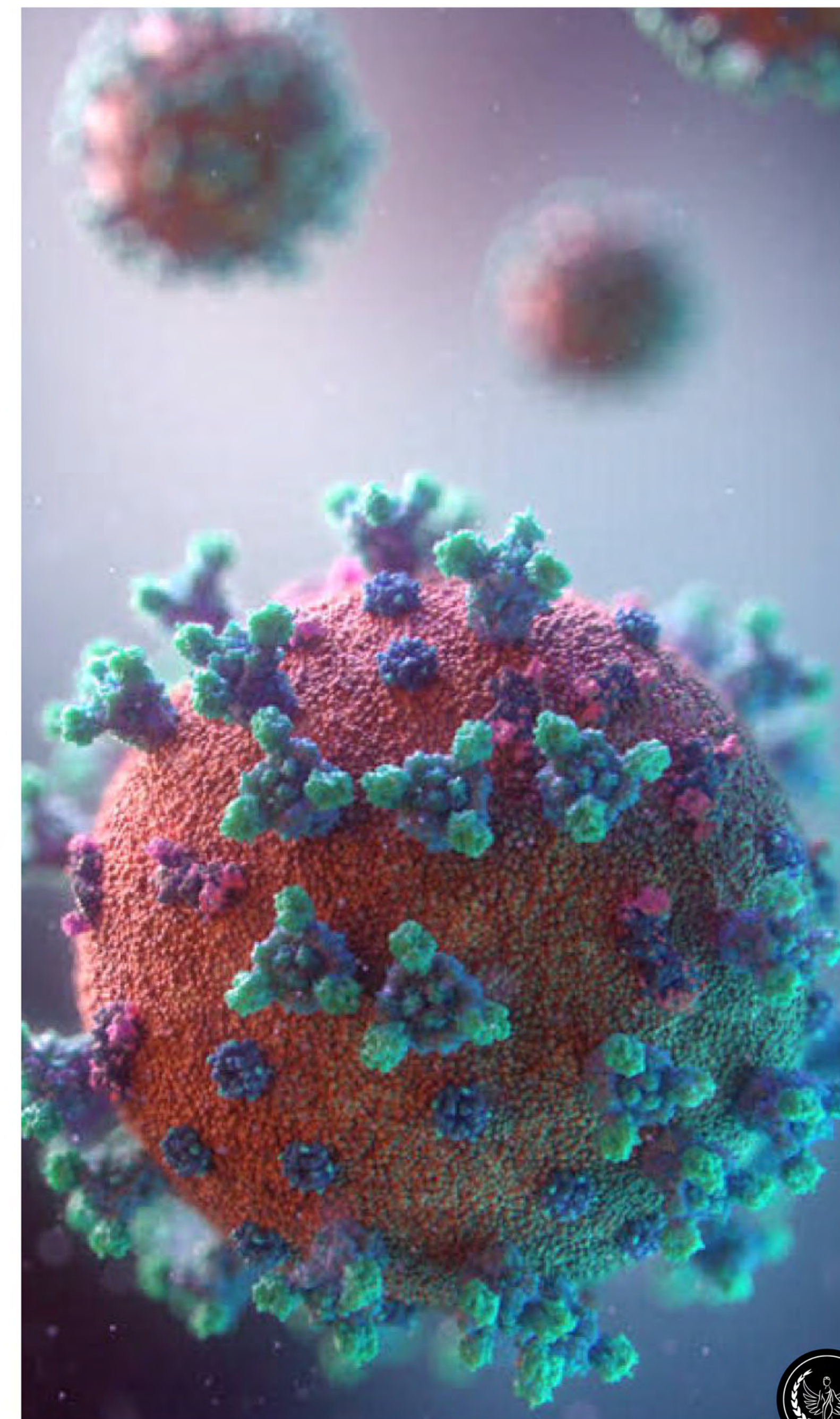


IMMUNITY SUPPORT

The immune system is the body's natural defence against infections, and like many other parts of the body, it functions best when it is protected.

Natural ASX is capable of both strengthening and balancing the immune system due to its strong antioxidant, anti-inflammatory and immunomodulating properties. This improves the immune system's ability to defend the body and promotes a faster inflammation response.

As we age, our immune response capability becomes reduced and this makes us more vulnerable to attack from bacteria, viruses and other external threats. Natural ASX helps to enhance antibody production and protects immune cells against oxidative stress, thus improving the defence against inflammation and outside invaders.





ANTIOXIDANT PROTECTION

Oxidative stress is caused by an imbalance between free radicals and antioxidants in the body, which can lead to cell and tissue damage. This damage plays a key role in the aging process.

As humans, we are constantly exposed to free radicals in our environment. Common risk factors include pollution, sun radiation, smoking, consuming alcohol, and an unhealthy diet. A high level of exposure can restrict the body's ability to fight the harmful effects of free radicals.

Antioxidants help to counteract this process and can provide cellular protection against the damaging effects of free radicals. The unique structure of ASX make it one of the most powerful antioxidants known to science, giving it a superior ability to neutralise free radicals.

Despite their intention to prevent oxidative stress, it is common for antioxidants to also have some kind of pro-oxidant effect in the body. This is where ASX can be described as a 'pure antioxidant' since it has no pro-oxidant activity even when subjected to enormous amounts of stress.



SKIN HEALTH & ANTI-AGING

Natural ASX provides protection to all layers of the skin to support increased hydration, elasticity and smoothness. This helps to optimize the health and radiance of skin, enhance your natural beauty and reduce the visible signs of aging.

The outer appearance of the skin is a reflection of a person's inner health and vitality. While some creams and lotions may provide a quick fix for skin rejuvenation, taking ASX in oral form helps to strengthen the collagen layer and promote healthy, radiant skin from the inside out.

Natural ASX provides such a superior level of skin protection that skin care experts and health professionals all over the world have endorsed the ingredient as an essential anti-aging nutrient.



SUPPORTING BEAUTY FROM WITHIN

- **Increases skin hydration**
- **Reduces fine lines and wrinkles**
- **Enhances skin smoothness**
- **Improves skin elasticity**
- **Reduces age spots and freckles**
- **Revitalizes photoaged skin**





SPORTS PERFORMANCE

Intense physical exercise increases the production of free radicals in the body. Free radicals are not only responsible for causing oxidative stress – they can also cause muscle soreness and fatigue. In its role as an antioxidant, natural ASX is able to counteract these effects and support muscle performance, endurance and recovery.

Natural ASX can help to assist athletes in a wide range of sports and physical activities, from helping runners and cyclists increase their endurance to helping weightlifters improve their power output. When it comes to boosting athletic performance, natural ASX is ahead of the competition.

ENHANCE YOUR WORKOUT

- **Boosts muscle endurance and recovery**
- **Supports sustained energy and performance**
- **Helps to improve power output**
- **Reduces the build-up of lactic acid**
- **Limits exercise-induced muscle damage**

INSPIRED BY NATURE

The natural ASX contained in the muscle tissue of salmon is what gives the fish its distinctive red color. However, scientists now believe that it is this ASX in their muscles that allow salmon to swim upstream for hundreds of kilometers against strong and forceful currents. This is one of the greatest endurance feats in all of Nature, and it is powered by natural ASX.



COGNITIVE HEALTH

Natural ASX is a multi-functional ingredient with benefits not just for the body, but also helping to keep the mind clear and focused. The brain is the primary control center of the body, controlling everything from physical movement to thoughts and emotions, so it makes sense to protect this vital organ as much as we can.

As we age, the brain's natural antioxidant capacity starts to decline, and it becomes more vulnerable to attack from free radicals. This makes natural ASX an essential nutrient for those aged 50 and above who want to sustain their brain health and cognitive function.

Recommended by neurologists and health experts, natural ASX has been shown to reduce age-related forgetfulness, multi-tasking and alertness – helping to keep your mind sharp as you age.



VISION & EYE HEALTH

Digital Eye Strain (DES) is a growing problem in the modern world. We work on computers all day long, check our smartphones in between, and then watch TV or play video games when we get home. As we rely more and more on digital devices, our eyes are starting to feel the fatigue.

The National Institute of Occupational Safety and Health in the USA found that over 88% of office workers have reported eyestrain, while 8 out of 10 European millennials experience digital device related eye fatigue. This modern problem is in need of a modern solution.

Various clinical studies have shown that natural ASX can help to refocus tired eyes and improve some of the symptoms linked to DES, such as eye fatigue, eye irritation and blurred vision. It does this by improving retinal blood flow, balancing the eye's capillary circulation, and reducing cellular inflammation.

INSPIRED BY NATURE

Seabirds are known to consume large amounts of fish and marine algae that are rich in natural ASX. Once it has been digested, researchers believe that the ASX is stored in the eyes of the bird where it provides protection against UV damage. It is also thought to maintain the bird's refocus speed, allowing it to 'zoom in' on its prey.





ESSENTIAL VITAMIN SUPPORT

CORE ASX® also contains two essential vitamins that work together in perfect synergy – vitamin C and vitamin E. These natural antioxidants help to support ASX in the protection of cells against oxidative stress, but also have their own unique benefits for human health.

Vitamin C is a powerful antioxidant with a wide range of benefits for everyday health and wellbeing. This diverse vitamin supports everything from immune health and psychological function to collagen production and skin health. It is also involved in energy production and can help to reduce feelings of tiredness and fatigue, giving you that extra spring in your step you need to reach your goals.

CORE ASX® contains natural D-alpha tocopherol, the most biologically active form of vitamin E. Derived from vegetable oil, natural vitamin E is a potent antioxidant that supports the immune system and helps to maintain a healthy heart.

When combined, vitamins C and E offer an even greater benefit by forming an ‘antioxidant network’ in the body. Vitamin C is able to regenerate the oxidised form of vitamin E, resulting in a process known as ‘vitamin E recycling’ where the antioxidant function of vitamin E is continuously restored. This enhanced level of antioxidant protection is more than either vitamin can offer on its own.



INFO & INSTRUCTIONS

Quantity: 90 Capsules

Directions

Take two capsules each morning, preferably with food to aid absorption or as directed by your healthcare professional.

Caution:

- Do not exceed the recommended daily dose.
- Food supplements are not a substitute for a varied diet and healthy lifestyle.
- If you are pregnant, breastfeeding, have a medical condition or are taking any prescription medications, please consult with your doctor before use.

Product does not contain:

Gluten, Wheat, Dairy, Soya, Preservatives, Sugar, Starch, Salt, Artificial Colors or Flavors

Store below 25°C. Store out of the reach of young children

Supplement Facts

Serving Size: 2 Capsules
Serving per Container: 45

	Amount Per Serving	% Daily Value
Vitamin C (Ascorbic Acid)	120 mg	133%
Natural Vitamin E (D-Alpha Tocopherol)	20 mg	133%
Natural Astaxanthin (from <i>Hematococcus pluvialis</i> microalgae)	8 mg	**

** Daily Value not established

Other Ingredients: Sunflower oil, Hypromellose, Beeswax, Silicon dioxide, Sunflower lecithin, Ascorbyl palmitate.



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