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HELIAE ANNOUNCES FIRST USE OF BRANDED TRUAZTA™ NATURAL ASTAXANTHIN

Madre Labs Launches California GOLD Nutrition Astaxanthin Supplement Product with TruAzta™ Label

GILBERT, ARIZONA, USA — Heliae, in collaboration with Madre Labs Inc., today announced California GOLD Nutrition Astaxanthin supplement caps branded with a TruAzta™ logo are now available on iHerb.com.

Madre Labs is the first company to implement the TruAzta™ branding on its label. The TruAzta™ labeling aids consumers in identifying California GOLD Nutrition Astaxanthin as a high quality astaxanthin supplement product.

“Natural algal astaxanthin is a powerful carotenoid antioxidant and has been gaining momentum as a valued health supplement due in large part to an expanding database of scientific support,” says Len Smith, Chief Business Officer at Heliae. “Manufacturers have options when it comes to sourcing astaxanthin for their products, but TruAzta™ by Heliae represents a unique value proposition among astaxanthin ingredients, due to Heliae’s unique production method, quality, and pricing. We adopted the TruAzta™ brand to emphasize these unique qualities of our product and our dedication to balancing natural production methods with purity. We are excited that Madre Labs has recognized that how astaxanthin is made matters and is dedicated to ensuring that high quality products are delivered to their customers.”

Heliae utilizes a unique production system to produce TruAzta™ astaxanthin which balances technology ensuring high quality and purity standards with nature’s expertise in driving astaxanthin expression. This yields a product produced as close to the way it has been produced in nature for thousands of years while maintaining critical quality standards.

California GOLD Nutrition containing TruAzta™ astaxanthin may be found on iHerb at www.iHerb.com and is available as 12 mg astaxanthin caps in bottles of 30 and 120 softgels. Heliae will be in attendance at Ingredient Marketplace April 18-20 in Orlando, Florida and will be showcasing TruAzta™ in booth I32.

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An applied life sciences and technology company located just outside of Phoenix, Arizona, USA, Heliae is focused on researching and developing algae and other underdeveloped biological platforms for commercial scale production of products that help people live better.