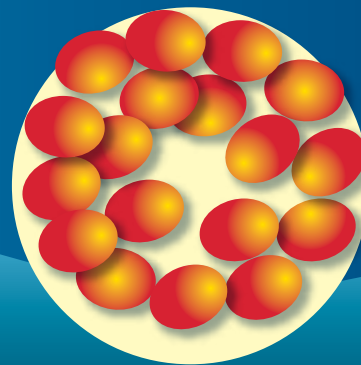


Algotene[®]

Red Marine Phytoplankton



Australian Whole dried *Dunaliella salina*

Supports healthy skin, eyes, immune function, vitality and natural detoxification

Natural multivitamin and mineral supplement

A rich source of antioxidants and daily nutrients



Marine Phytoplankton: Functional food and natural medicine.

Dunaliella salina is one of nature's most nutrient dense foods and natural medicines. It is a soft wall phytoplankton, making it very easy to digest, particularly for children and the elderly. It contains many of the antioxidants commonly found in fruit and vegetables. *Dunaliella salina* is a natural source of vitamins, minerals, amino acids, polysaccharides, essential fatty acids, chlorophyll and phytonutrients.

Benefits of Algotene:

Supports energy production and vitality

Algotene contains the proteins (amino acids), carbohydrates and essential fats our bodies use for energy. Algotene also contains many vitamins, including vitamin E, cobalamin (vitamin B12) and electrolyte minerals, such as magnesium that are necessary cofactors in cellular energy production. Magnesium in particular assists in healthy cellular metabolism, energy production, nerve and muscle function.

Helps maintain healthy immune system

Algotene helps to support a healthy immune system. Algotene is naturally rich in beta-carotene, which can be converted to vitamin A (retinoic acid) as required by the body. Beta-carotene (and vitamin A) have been shown

to support the immune system's natural defences and help maintain a healthy immune system.

Beautiful skin and healthy ageing

Algotene contains essential fatty acids and amino acids, the basic building materials required to make cells, skin and connective tissue. *Dunaliella salina* is packed full of natural carotenoids, in particular alpha and beta-carotene. Carotenoids are dietary antioxidants which help to protect the body from damage caused by oxidative stress. Supplementation with Algotene can deliver antioxidant protection and may help support healthy ageing.

Healthy eyes

The essential fatty acids, amino acids and beta-carotene in Algotene are used by our bodies to help maintain healthy eyes. In particular, beta-carotene (provitamin A) may help to maintain healthy eyes.

Supports the body's natural detoxification

The antioxidants found in Algotene assist the body with natural detoxification processes. Algotene is a great source of chlorophyll, an agent believed to assist the body's natural detoxification pathways. *Dunaliella salina* also contains particular vitamins, amino acids and minerals such as selenium which assist cellular detoxification and sulphur which supports phase 2 detoxification of the liver.

Antioxidant carotenoids

Algotene contains a mixture of natural carotenoids including beta-carotene, alpha-carotene, lutein, zeaxanthin and cryptoxanthin. Carotenoids are the pigments responsible for the red, orange, yellow and green colours of fruit and vegetables. Carotenoids can help to support a healthy immune system. The antioxidant properties of carotenoids help to protect against free radical cell damage and lipid based oxidation.

***Dunaliella salina* is nature's richest known source of dietary beta-carotene. Two Algotene 500mg capsules can supply more beta-carotene than 1kg of carrots!**

Natural dietary beta-carotene

Natural beta-carotene is an antioxidant containing provitamin A that is converted to retinol (vitamin A) in the body as required. Research suggests that natural food-based beta-carotene is safe to consume and is a more potent antioxidant than the synthetic form found in some multivitamin formulations.

Natural vs. synthetic

Algotene contains natural beta-carotene, with a rich blend of carotenoids and should not be associated with synthetic beta-carotene. Synthetic beta-carotene contains only all-trans beta-carotene isomers. Only natural beta-carotene contains the 9-cis isomer, a far more efficient antioxidant than the all-trans isomer. Natural beta-carotene is a more potent antioxidant as it contains both all-trans and 9-cis beta-carotene isomers.

Natural multinutrient medicine and superfood supplement.

Hippocrates said:

“ Let food be thy medicine and medicine be thy food ”



Typical analysis of *Dunaliella salina*, Spirulina and Carrots Comparison of Nutrients Chart

Nutrient	Whole dried <i>Dunaliella salina</i> per 100g	Dried Spirulina per 100g	Raw Carrots per 100g
Protein	7.4g	57g	1.0g
Fat (total)	7.0g	8.0g	0.0
Carbohydrates	29.7g	24g	10g
Fibre	0.4g	4.0g	2.8g
Minerals (ash)	49g	6.2g	1.0g
Energy	893kj	1213kj	173kj
Beta-carotene	1100 – 2100mg	0.342mg	8.2mg
Alpha-carotene	53.1 – 102.4mg	0.0	3.4mg
Lutein & Zeaxanthin	54.3 – 97.6mg	0.0	0.2mg
Cryptoxanthin	23.4 – 46.5mg	0.0	0.1mg
Chlorophyll	2210mg	1000mg	n/a

Information Source: *Dunaliella salina* – National Measurement Institute (Australia) and Craft Technologies Inc. (USA). Spirulina and carrots – USDA National Nutrient Database for Standard Reference, (Release 27) USA NB Nutrient levels will vary from batch to batch.

What do the experts think?

Doctors, nutritionists and natural health practitioners agree that we need to increase the amount of plant based foods in our diet. They would also concur that the best foods are organically produced whole foods served with minimal processing.

Marine phytoplankton is one such food. Although only a tiny single cell, *Dunaliella salina* is a whole plant that naturally contains a complete range of macro and micronutrients.

Algotene can be used to:

- Help support and maintain vitality
- Help maintain healthy skin and eyes
- Help maintain healthy immune system
- Support healthy ageing
- Protect against free radical damage
- As a natural source of carotenoids and antioxidants
- Aid in the maintenance of healthy cholesterol levels in healthy people
- Aid in the maintenance and improvement of general wellbeing

Algotene – A World First

Algotene is the world's first natural dietary supplement made from whole dried, certified organically grown *Dunaliella salina*. It is a unique red marine phytoplankton extremely rich in a wide range of important daily nutrients.

Algotene provides nutrients in a 100% natural and easily absorbed form. Taken daily, Algotene supplies many of the vitamins, minerals and other nutritional constituents required to support good health and overall wellbeing.

What is red marine phytoplankton?

Dunaliella salina red marine phytoplankton microalgae is a single celled plant organism. This class of organism forms the basis of all other life forms on earth and has the ability to convert sunlight, warmth, water and minerals into protein, carbohydrates, vitamins and amino acids.

Dunaliella salina is a unique marine phytoplankton that thrives with high exposure to sunlight in highly concentrated salt water. One of the oldest and most salt tolerant life forms known on Earth, its distinctive orange-red colour is due to its high content of natural beta-carotene and other carotenoids.

Phytoplankton for health and nutrition

Dunaliella salina contains a rich mixture of natural dietary carotenoids, including high quantities of antioxidant beta-carotene; a deep orange-red pigment also found in carrots and apricots. It also contains a vast spectrum of other healthy phytonutrients, including minerals, amino acids, essential fatty acids, carbohydrates, vitamins, alpha-carotene, lutein, zeaxanthin, cryptoxanthin and chlorophyll. *Dunaliella salina* is nature's richest source of antioxidant carotenoids – the nutrients that we get from fruits and vegetables.

Pure organically grown marine phytoplankton

Algotene's marine phytoplankton is grown in clean Australian tropical ocean waters and uses pure sunlight as an energy source.

- No herbicides or pesticides are used
- The phytoplankton are harvested and dried mechanically without the use of chemicals or solvents
- Certified organically grown (USDA)

Ancient healthcare

Phytoplankton (micro algae) are a nutrient-dense natural food and medicine that has been traditionally used for thousands of years by the Aztecs, African and Asian peoples, and South Pacific islanders.

Today, the nutritional health benefits of red marine phytoplankton are being rediscovered. *Dunaliella salina* offers a number of distinctive benefits over other edible phytoplankton (for example Spirulina and Chlorella)

Benefits of *Dunaliella salina* vs Spirulina and Chlorella

Dunaliella salina is one of nature's richest sources of dietary carotenoid antioxidants that contains over 10 times the magnesium and beta-carotene content than spirulina.

<i>Dunaliella salina</i>	Spirulina and Chlorella
Soft wall microalgae	Fibrous or hard wall microalgae
Easy breakdown maximising nutrient absorption	Difficult breakdown limiting nutrient absorption
Grown in a nutrient rich marine (brine) environment	Grown in a freshwater environment
Mineral rich	Contains much lower levels of minerals
Carotenoid rich	Contains much lower levels of carotenoids

Algotene AUSTL 119911

Each capsule contains *Dunaliella salina* whole plant dried 500mg marine phytoplankton

Indications: Algotene supports general wellbeing and vitality; may help reduce oxidative stress, may help protect against lipid based oxidation, may help to protect and fight against free radical damage.

Algotene helps support and maintain healthy skin, eyes and immune system; helps support cardiovascular health and helps assist in the maintenance of healthy cholesterol in healthy individuals, Algotene supports healthy ageing and cellular health.

Dunaliella salina is nature's richest source of dietary beta-carotene and mixed carotenoids. It contains a comprehensive spectrum of natural vitamins, minerals, amino acids, essential fatty acids, carbohydrates, polysaccharides and other phytonutrients. It is a rich source of antioxidants and free radical scavengers. Algotene is an excellent source of safe, non-toxic pro-vitamin A. It is also a good source of magnesium, electrolyte minerals and chlorophyll.

Algotene supports the body's natural detoxification processes, and the improvement and maintenance of general well-being.

Dosage: Adults 2-6 capsules daily, children 1-2 capsules daily or as advised by your healthcare professional. Best taken with or after meals with a glass of water. For children under 2 years seek medical advice.

Pack sizes: 60 and 180 (vegetable) capsules.

Natural Health formula: This product contains no wheat, yeast, soy, alfalfa, milk or corn allergens, gelatin, gluten, wax, artificial colours, flavours or preservatives. No added salt or sugars.

Certified organically grown. Not genetically modified. Vegan friendly.

Use only as directed. If symptoms persist seek the advice of a healthcare professional.

For more information, please contact: