



TruAzta™

How it's Made Matters™

TruNature

TruPower

TruQuality

TruAzta™

TruAzta™ Astaxanthin

TruAzta™ is a natural, astaxanthin-rich algae oil produced by Heliae. Available in both 10% and 5% astaxanthin oleoresin concentrations, TruAzta™ is a remarkably powerful ingredient for use in a variety of health and cosmetic formulations.

HOW IT'S MADE MATTERS. Production that draws from the best of science and nature sets TruAzta™ apart from all other astaxanthin products on the market. Heliae ensures TruAzta™ remains true to the best part of nature while protecting product purity. *We are the only ones to produce astaxanthin in this way.*

The result?

A high quality, stable, reliable ingredient at an affordable price.



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Why TruAzta™?

Because How It's Made Matters

What sets TruAzta™ apart is how it's made. We bring together TruNature and TruQuality to make TruAzta™. Clean, dense starter cultures of naturally sourced *Haematococcus pluvialis* microalgae grown using proprietary technology are used to seed our unique outdoor photobioreactor expression systems. Our enclosed open water system is where nature takes over. The power of Arizona sunlight stimulates the expression of the natural astaxanthin in TruAzta™, in the same manner in which astaxanthin is produced in nature. Nature driven production within a controlled environment: this balance both *increases* quality and also *drives down* production costs. You receive the benefits of both.

- Supercritical CO2 extraction means no chemical solvents. Production in closed systems translates to remarkably lower ash content.
- TruAzta™ is produced and shipped from our Arizona, USA facility. A world class quality affairs team ensures compliance with FDA cGMPs and is supported by a multi-million dollar on-site quality laboratory.
- TruAzta™ is truly distinct. TruAzta™ 10% oleoresin is unique as it contains no blending oil. The 10% oleoresin consists only of the natural astaxanthin and the complementary algal oil which naturally accompanies it. TruAzta™ 5% stands apart through its use of nutritionally beneficial olive oil for blending.

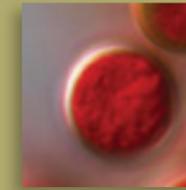


Fully-enclosed outdoor astaxanthin expression systems allow nature to drive production, keep out unwanted environmental contaminants, and yield high quality astaxanthin products at astonishingly low prices.

Easy Adoption

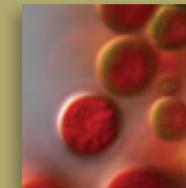
Grow Your Business with TruAzta™

Great products rely on great ingredients. The flexibility of TruAzta™ allows it to be formulated with other actives providing opportunities for creative and innovative product development. Products containing natural algal astaxanthin, the primary active in TruAzta™, are expected to grow at an aggressive CAGR (over 25%) over the next several years. As consumers increasingly demand natural, high quality products, the time is now to unlock the potential of astaxanthin in the marketplace.



Trusted Source

Below market pricing, a high quality product, and reliable customer service help ensure a smooth adoption process. We are standing by with product samples and vendor qualification documentation to aid ingredient sourcing, quality, and product development personnel in their product review.



Formulations

TruAzta™ is available as TruAzta™ 10% and TruAzta™ 5% astaxanthin oleoresins. TruAzta™ 10% contains 100% algae oil (no blending oil); TruAzta 5% is blended with nutritionally beneficial olive oil.



Painless Marketing

Astaxanthin comes with an inherently beautiful marketing story. It has spent thousands of years in nature's rigorous R&D laboratory. The same astaxanthin in TruAzta™ naturally fuels salmon, contributes to the longevity of flamingos, and has a remarkable library of scientific literature to support its broad efficacy. There are exciting opportunities around messaging and consumer awareness that remain untapped.



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Choose the Right Partner

Building a great business requires choosing the right partner. Heliae is an applied life sciences and technology company with a relentless focus on unlocking the potential of microalgae. Our goal is to bring healthy products such as TruAzta™ from nature to the marketplace. We produce high quality ingredients then turn to experts in the human nutrition and functional food spaces to create innovative products consumers crave. Over 100 Associates drive Heliae's research, development, and full-scale production operation to provide you with quality products you can trust.

Please contact us for additional information. Samples and full vendor qualification packages are available upon request.

Build Your Business with
TruAzta™



TruAzta™ Toolbox

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