

## Astaxanthin, Your Body Needs This!

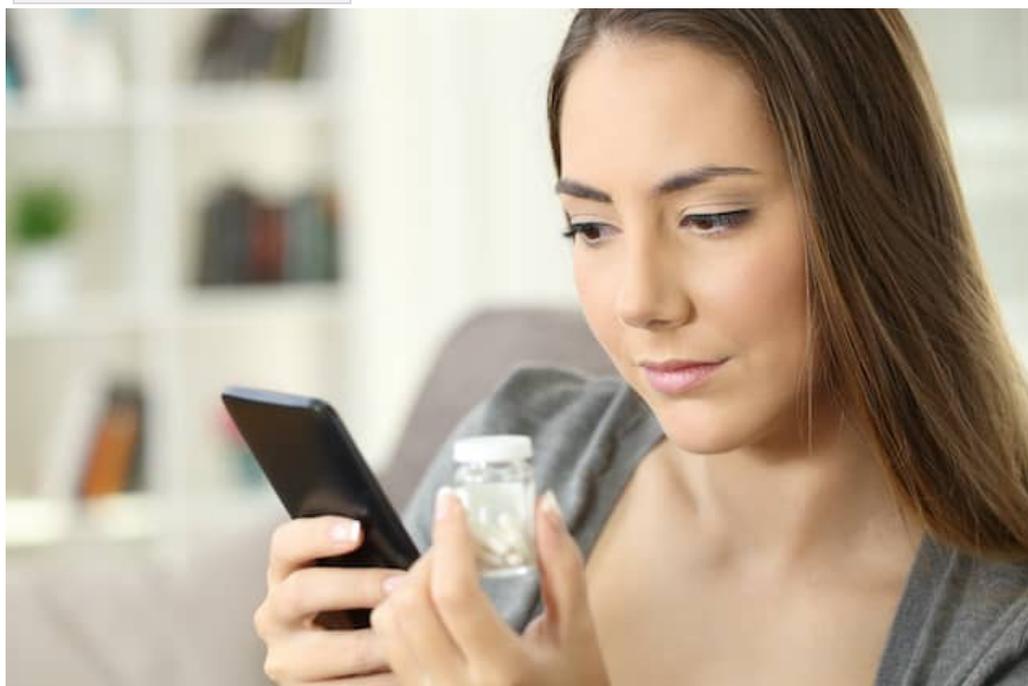
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Health

Antioxidants are crucial to your health and wellbeing. Primarily, they help to protect your cells from damage that free radicals cause. Antioxidants effectively neutralize free radicals and allow the body to eliminate them; this is a prerequisite for good health.



Free radicals are unstable atoms that can damage cells; they can cause poor health through illness, disease, and accelerated aging. Stress, diets that contain high sugar and saturated fats, and some environmental factors promote excessive free radical formation. As such, we inevitably live with the complexities of modern life and the potential damage of free radicals. However, we can take steps to better protect and support ourselves! Maintaining and improving our health helps to keep us well, and keep us well for longer.

### Antioxidants and Free Radicals

In truth, the body needs a balance of free radicals and antioxidants but when free radicals outnumber the cell's antioxidant capability it can lead to cell death, damage to our DNA, and to areas that are exposed to high UV radiation such as the skin and eyes.

Looking after your health and wellbeing should always imply a focus on antioxidant support. Thankfully, there are numerous antioxidants; these are the natural antioxidants in the foods and superfoods we eat. Superfoods are generally far higher in antioxidant value, these types of foods may include: colorful fruits, berries, nuts and seeds, greens, and leafy greens.

There is also another antioxidant that is very much beneath the radar presently, and this is "Astaxanthin". Astaxanthin is a

naturally occurring red pigment that is derived from microalgae and the most powerful antioxidant in nature.

At around 5000 times the antioxidant power of Vitamin C, its health benefits were discovered by a group of research scientists in Kona, Hawaii in the mid-90s. Here we find out more on Astaxanthin!

## **Astaxanthin: A Powerful Antioxidant That Offers 7 Ways to Protect Your Health**

Since the discovery of this antioxidant, there have been dozens of studies around the world that have confirmed benefits in the following areas:

- Neutralize free radicals and protect cells from damage
- Reduction of inflammation throughout the body
- Support healthy joints and workout recovery
- Promote a properly functioning and healthy immune system
- Protect eyes from degenerative damage
- Increase antioxidant levels in the brain and throughout the entire central nervous system
- Shield skin cells and fight premature aging

## **Astaxanthin is 100% Natural Antioxidant**

This antioxidant is 100% natural. AstaFactor was the first to create this Astaxanthin supplement, in fact, it is the first to be studied for human consumption and was formulated in 2000 in AstaFactor's Kona Lab.

The recommended dose is 2 gel caps per day with a meal (10mg per serving).

- Astaxanthin has cumulative effects on the body and builds up over time. Some benefits such as reduced joint pain, improved skin elasticity, and faster workout recovery will be apparent after 4-6 weeks of supplementation.
- Others such as the prevention of damage by chronic inflammation, degenerative eye diseases, and protection from accelerated aging occur over longer periods.
- It is tested for purity and safety, and the safety of AstaFactor for human consumption has been clinically proven.



Here is some more information on AstaFactor's amazing Astaxanthin supplement!

## Super Antioxidant Powers

Studies have shown that Astaxanthin has extremely powerful antioxidant properties. It is said that Astaxanthin is potentially 6,000 times stronger than Vitamin C, 100 times more powerful than vitamin E and 5 times more powerful than  $\beta$ -carotene in its ability to trap energy from singlet oxygen. Antioxidants are important to health as they scavenge free radicals from the body cells and prevent or reduce the damage caused by oxidation.

## Anti-Inflammatory

Astaxanthin benefits individuals experiencing chronic inflammation by suppressing different inflammatory mediators. It has been shown to inhibit the formation or action of all of these inflammatory compounds and even to exert anti-inflammatory effects. Prolonged inflammation is known to promote such conditions as Heart disease, Diabetes, and Alzheimer's disease. Inflammation is often considered the fuel of a wide range of health problems.

## Eye Health & Macular Degeneration

Astaxanthin's structural and functional characteristics make it a promising bioactive compound in the prevention and management of a wide range of eye diseases. As confirmed by several human and animal studies, there is a growing body of

evidence on the beneficial effects of Astaxanthin in the prevention, treatment, and the significant improvement in the outcomes of diabetic retinopathy, age-related macular degeneration, glaucoma, and cataracts.

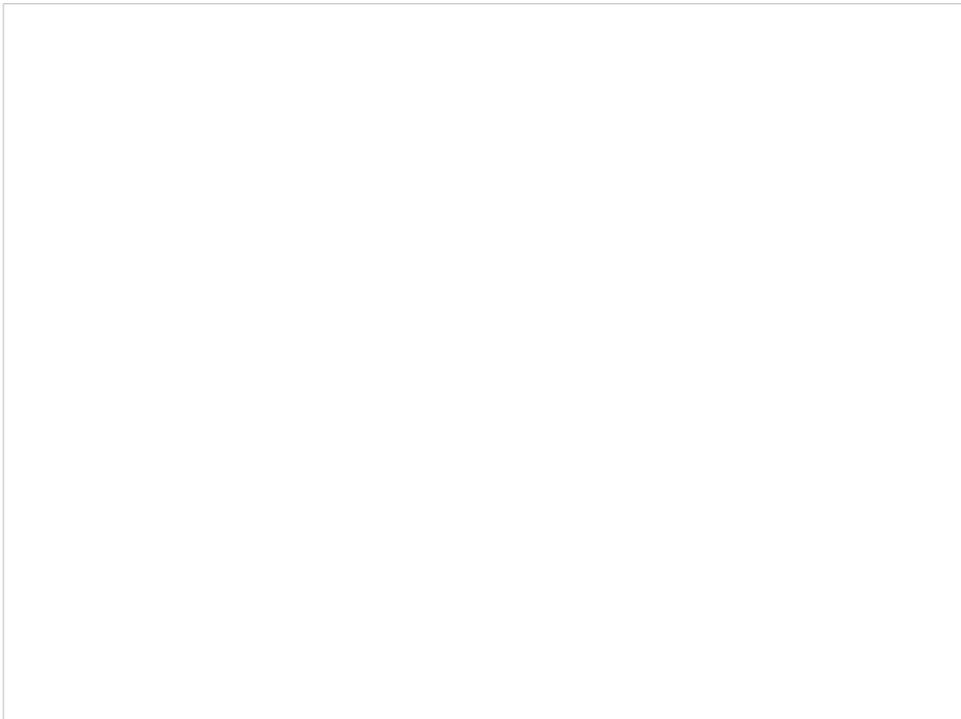
Age-related macular degeneration is a common eye disease and a leading cause of vision loss among adult individuals in developed countries. The macula is the part of the retina responsible for the sharp and high-resolution vision and its thinning gradually leads to vision loss and subsequently significantly affects patients' quality of life and daily productivity.

## **Immune Support**

On-going Astaxanthin studies suggest that Astaxanthin also exhibits potent anti-inflammatory and immune regulating capabilities and improves the immune defense system by modulating T cell-mediated responses. It increases the production of antibody-secreting cells and Interleukin 2 and suppresses the production of Interferon-gamma.

## **Promotes Joint Health**

Natural Astaxanthin supports inhibiting inflammation associated with sore muscles and stiff joints. Inflammation is a major source of joint degeneration. In a similar way that rust attacks and damages bare metal, oxidative stress can contribute to sore muscles and stiff joints. Studies have shown that Astaxanthin can significantly reduce joint pain and improve physical performance in people with rheumatoid arthritis and that Astaxanthin can increase strength and endurance.





## **Anti-Aging**

Research shows that Astaxanthin benefits cognition, joints, and various parts of the body that commonly deteriorate when getting older. It helps maintain a normal anti-inflammatory response in the body protecting health at the cellular level and supporting healthy DNA. It decreases oxidative stress on the heart and blood vessels and participants in a study showed a significant improvement in blood flow.

## **Skin & Sun Protection**

Skin wrinkles due to the cumulative effects of oxidative damage. This damage may be the result of exposure to sun and pollution but exposure to internal free radicals is also a major cause of normal aging. Astaxanthin supplementation protects cells from ultraviolet light. Studies showed it increases the amount of time necessary for UV radiation to redden the skin and protects the skin from damage associated with UV Rays. It has a cumulative effect on the body it builds up in the organs over time and promotes elasticity.

## **Workout Recovery**

When we exercise, the body increases its use of oxygen. One of the by-products of oxygen metabolism is free radicals that occur at the muscle tissue and joint sites resulting in soreness and fatigue. Astaxanthin studies have shown that taking a dietary supplement like AstaFactor can significantly reduce joint pain and stiffness, muscle soreness and support recovery after exercise or physical work.

## **Brain Function**

Improves cognitive function and crosses the blood-brain barrier making it available to the central nervous system including the eyes and brain. Astaxanthin has been shown in various Astaxanthin studies to protect neurological functioning and even improve cognition.



***“AstaFactor is a proprietary branded 100% natural Astaxanthin supplement. It was created and formulated by a group of scientists who were the first to study and pioneered Astaxanthin for human consumption. AstaFactor is a superior antioxidant and has been trusted since 2000” - AstaFactor***

***\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.***

\* In partnership with our friends at AstaFactor \* Photos courtesy of AstaFactor

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