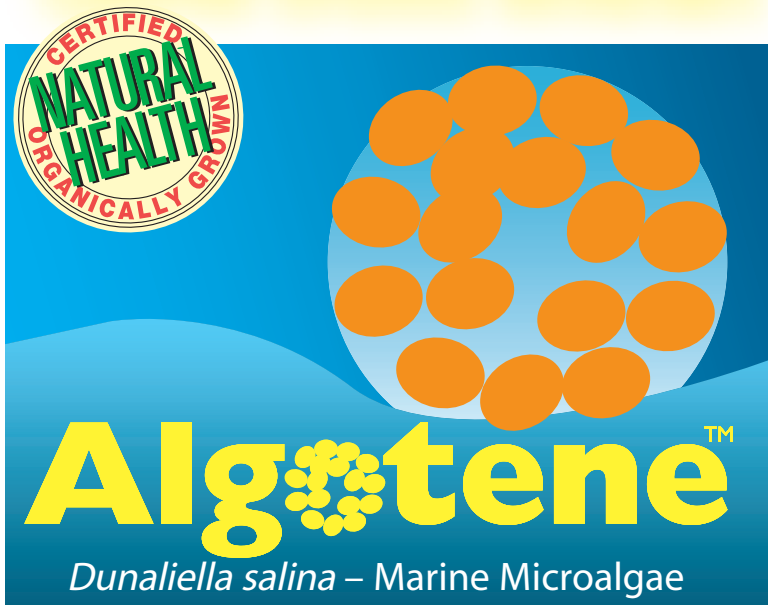


Glow from within



**Rich natural source of
mixed carotenoids and
daily nutrients.**

*Helps maintain vitality,
healthy immune system,
skin and eyes.*

**Natural multi-vitamin and
mineral supplement**



Aust L 119911

**Each (vegetable) capsule contains:
whole plant dried *Dunaliella salina*,
500mg marine microalgae***

Indications: Algotene may help reduce the risk of premature ageing and chronic disease. Algotene helps maintain a healthy immune system, healthy skin and eyes. Algotene helps maintain and restore vitality. Source of antioxidant nutrients that help protect cells and tissues from free radical damage. Algotene may aid in improving general health and wellbeing.

Dosage: Adults: 2-3 capsules daily, children 1-2 capsules daily or as advised by your healthcare practitioner. Best taken after meals with a glass of water. For children under 2 years seek medical advice.

Pack size: 60 and 180 (vegetable) capsules.

Hypoallergenic 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.

Vegan friendly.

Certified organically grown, not genetically modified.

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

*Patent Pending

AVAILABLE FROM:

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**MADE IN
AUSTRALIA**

Algotene – A World First

Algotene is the world's first natural dietary supplement made from whole dried, certified organically grown *Dunaliella salina*, an edible marine microalgae rich in nutrients.

It 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 help reduce the risk of chronic disease.

What is *Dunaliella salina*?

Dunaliella salina is a single-celled green algae that lives in coastal waters, brine rock pools and salt water lakes. *Dunaliella* is adapted to life in highly concentrated salt water – it is one of the most salt tolerant life forms known.

Natural is best

Dunaliella contains a rich mixture of natural dietary carotenoids including extremely high quantities of antioxidant beta-carotene, a deep orange-red pigment also found in carrots and apricots. *Dunaliella salina* also contains a spectrum of other health and vitality boosting phytonutrients including proteins, amino acids, essential fatty acids, carbohydrates, vitamins, minerals and chlorophyll.

Pure organically farmed algae

Algotene microalgae are farmed in a remote part of Western Australia near Karratha. The algae are grown in clean Australian ocean waters collected from natural tidal catchment ponds, and use pure sunlight as an energy source. No herbicides or pesticides are used. The algae are harvested and dried mechanically without the use of chemicals or solvents. Certified organically grown (Processor USDA NOP 63P).



Australian Natural Medicine Breakthrough proudly researched and developed by InterClinical Laboratories.

Grown harvested and made in Australia

Ancient healthcare

Algae is a nutrient-dense natural food and medicine that has been used safely for thousands of years by the Aztecs, some African and Asian peoples and South Pacific islanders. Examples of popular edible algae promoting good health used around the world include Spirulina and Chlorella. *Dunaliella salina*, however, offers a number of distinctive benefits over these other algae. Today the nutritional and health benefits of algae are being rediscovered.

Benefits of *Dunaliella salina* vs Spirulina and Chlorella

Dunaliella salina is arguably the most nutrient dense food source known. On a gram per gram basis, *Dunaliella salina* can contain more than twice the chlorophyll of Spirulina, 8 times the mineral content and over 6,000 times the antioxidant content.

Dunaliella salina

Soft wall microalgae

Easy breakdown maximising nutrient absorption

Grown in a nutrient rich marine (brine) environment

Mineral rich

Carotenoid rich

Spirulina and Chlorella

Fibrous or hard wall microalgae

Difficult breakdown limiting nutrient absorption

Grown in a nutrient poor freshwater environment

Contains much lower levels of minerals

Contains much lower levels of carotenoids

A spectrum of daily nutrients

Dunaliella salina is one of nature's richest sources of natural beta-carotene and contains many of the carotenoids commonly found in fruit and vegetables. It is rich in essential minerals, vitamins, proteins, amino acids, essential fatty acids, carbohydrates, chlorophyll and other important nutrients.

Powerful antioxidant carotenoids

Algotene contains a mixture of natural carotenoids including beta-carotene, alpha-carotene, lutein, zeaxanthin and cryptoxanthin. Carotenoids are pigments responsible for the red, orange, yellow and green colours of fruit and vegetables. Research shows that carotenoids have antioxidant and immune boosting activities. They may help to protect against free radical cell damage responsible for premature ageing, cataracts, cardiovascular disease and other chronic diseases.

***Dunaliella salina* is nature's richest known source of dietary beta-carotene, whereas each Algotene 500mg capsule can supply more beta-carotene than 150g of carrots.**

Natural dietary beta-carotene

Natural beta-carotene is a powerful antioxidant and also provides provitamin A that is converted to retinol (vitamin A) in the body as required. Research suggests that a natural, dietary beta-carotene is safe to take and is a more potent of antioxidant than the synthetic form found in many multivitamin formulations. Furthermore, research has indicated that synthetic beta-carotene supplements may be associated with an increased risk of cancer in smokers.

Natural vs Synthetic

Synthetic beta-carotene contains only all-trans beta-carotene isomers. 9-cis isomers are far more efficient antioxidants than all-trans isomers. Natural beta-carotene is a more potent antioxidant because it contains both all-trans and 9-cis beta-carotene isomers.

Boosts energy 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 minerals, such as magnesium that are necessary cofactors in cellular energy production. Magnesium in particular is vital for healthy cellular metabolism, energy production, nerve and muscle function.

Supports immunity

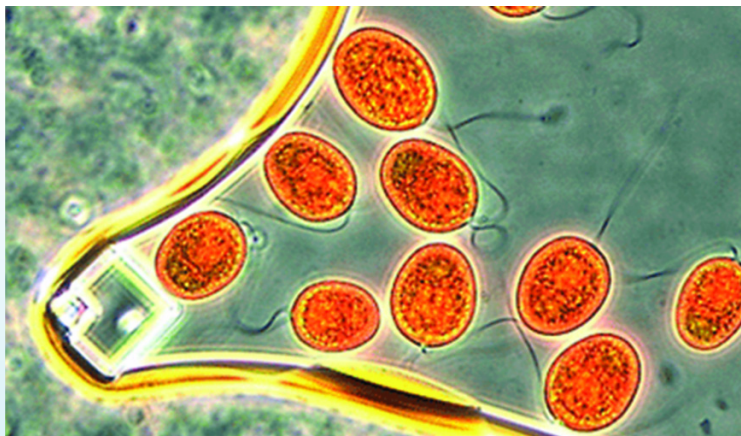
Algotene helps to support normal immune function. Beta-carotene (and vitamin A) has been shown to stimulate the immune system's natural defences and its response to infection. Algotene also contains chlorophyll, a powerful cleansing agent that is believed to help increase the body's elimination of harmful toxins.

Beautiful skin and healthy vision

Algotene contains essential fatty acids and amino acids, the basic building materials required to make cells, skin and connective tissue. Beta-carotene (and vitamin A) promotes healthy skin and vision and may help to prevent skin conditions, cataracts and night blindness.

Boost your daily nutrients, naturally.

Magnified *Dunaliella salina* cells next to a crystal of salt. Each cell is less than 50 microns in diameter.



Who may benefit from Algotene?

- People who may be nutrient deficient
- People who have a low fruit and vegetable diet
- People who need more antioxidants in their diet
- Those with low vitality or a poor immune system
- Those who want to help maintain healthy skin and eyes
- Stressed, sports and busy people who need more nutritional support
- People who want to boost their daily nutrient intake and help reduce the risk of chronic disease

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	3.0g
Minerals (ash)	49g	6.2g	1.0g
Energy	893kj	1214kj	180kj
Beta-carotene	1100 – 2100mg	0.342mg	5.8mg
Alpha-carotene	53.1 – 102.4mg	0.0	2.8mg
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 18) 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.

It is rare however for a new food source to become available that meets all of the above requirements. It is even rarer for such a food source to be so nutritionally dense that it can be put into capsules as a nutritional supplement.

Dunaliella salina is one such food source.

Although only a single cell, *Dunaliella salina* is a whole plant that naturally contains a complete range of macro and micronutrients.

Algotene can be used to

- Provide a rich source of natural dietary beta-carotene, mixed carotenoids and daily nutrients
- Improve antioxidant and free radical scavenging activities in the body
- Help maintain vitality and a healthy immune system
- Help maintain healthy skin and eyes
- Help reduce the risk of premature ageing
- Help reduce the risk of chronic diseases.

