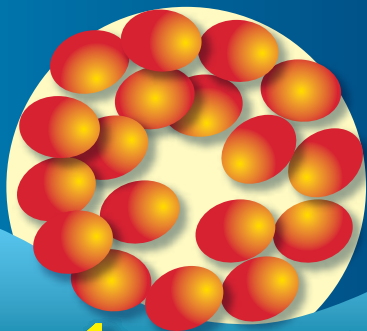


Australian Whole dried *Dunaliella salina*



Algotene[®]

Red Marine Phytoplankton

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

Natural multivitamin and mineral supplement

A rich source of antioxidants
and daily nutrients





Algotene – A World First

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

What is marine phytoplankton?

Marine phytoplankton are single-celled plant organisms. They are the basis of all other life forms on earth and have the special 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 and highly concentrated salt water. It is one of the oldest and most salt tolerant life forms known on earth. Its orange-red colour is due to its high content of 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 health and vitality-boosting 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 – those essential nutrients that we get from fruits and vegetables.

Pure organically farmed marine phytoplankton

Algotene's marine phytoplankton is grown in clean Australian tropical ocean waters and use 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 used safely for thousands of years by the Aztecs, some African and Asian peoples and South Pacific islanders.

Today, the nutritional and health benefits of 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

It is one of nature's richest sources of dietary carotenoid antioxidants, that contains over 10 times the magnesium and beta-carotene compared to spirulina (Based on spirulina content reported in USDA National Nutrient database).

<i>Dunaliella salina</i>	<i>Spirulina and Chlorella</i>
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 nutrient poor freshwater environment
Mineral rich	Contains much lower levels of minerals
Carotenoid rich	Contains much lower levels of carotenoids

Marine Phytoplankton: A powerful 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. It is a rich natural source of vitamins, minerals, amino acids, polysaccharides, essential fatty acids, chlorophyll and phytonutrients.

Benefits of Algotene:

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 electrolyte 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.

Beautiful skin

Algotene contains essential fatty acids and amino acids, the basic building materials required to make cells, skin and connective tissue.

Acute and Chronic exposure to UV light results in oxidative damage and may lead to premature aging of the skin and provocations of skin diseases. Beta-carotene prevents oxidation that causes tissue injury, revealed on the skin's surface as wrinkles. Supplementation with natural beta-carotene is more effective than sunscreen alone to prevent sun damage.

Healthy vision and eyes

Beta-carotene (and vitamin A) promotes healthy vision and may help to prevent eye conditions and night blindness. Population studies show people with higher levels of carotenoids and other antioxidants tend to have less incidence of cataract and macular degeneration.

Natural detoxification

The powerful antioxidant properties of beta-carotene and numerous carotenoids in Algotene are vital for the detoxification of harmful substances in the body. It also contains chlorophyll; a powerful cleansing agent that helps increase the body's elimination toxins. *Dunaliella salina* phytoplankton also contains other vitamins, amino acids, and minerals such as selenium, sulphur and magnesium that aid in detoxification.

Beta-carotene: One of nature's most potent antioxidants

Powerful antioxidant carotenoids

Algotene contains a rich 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 help to protect against free radical cell damage responsible for premature ageing, cataracts, cardiovascular and other diseases.

***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 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, food-based beta-carotene is safe to take and is a more potent 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.

Algotene contains natural beta-carotene, with a rich blend of carotenoids and should not be associated with synthetic beta-carotene.

Who may benefit from Algotene? Everyone!

- People who want to boost their daily nutrient intake and help reduce the risk of disease
- People with low vitality or a poor immune system
- People who need more antioxidants in their diet
- Those who want to help maintain healthy skin and eyes
- Stressed and busy people who may require more additional antioxidant support
- High endurance sports people
- People who are exposed to a high level of UV radiation
- People who are routinely exposed to a high level of toxins/pollution
- People who have a low fruit and vegetable diet

A diet rich in carotenoids and antioxidant nutrients is an important factor that reduces the mounting damage that happens within our bodies every day.

It is never too early or too late to start protecting your cells.

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	7g	1.0g
Energy	893kj	1214kj	172kj
Beta-carotene	1100 – 2100mg	0.342mg	8.3mg
Alpha-carotene	53.1 – 102.4mg	0.0 3.5mg	
Lutein & Zeaxanthin	54.3 – 97.6mg	0.0 0.2mg	
Cryptoxanthin	23.4 – 46.5mg	0.0	0mg
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.

Marine phytoplankton is one such food source. 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:

- Increase carotenoid and antioxidant levels in the body
- Aid and improve general well being
- Reduce oxidative damage in the body
- Maintain vitality and energy
- Promote healthy skin
- Maintain healthy vision and eyes
- Keep the immune system healthy
- Provide a rich natural source of essential nutrients
- Support healthy ageing



Dunaliella salina is arguably the most nutrient dense food source known.

Hippocrates said:

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


 The logo for Algotene features the brand name in a bold, yellow, sans-serif font. The letter 'o' is stylized with a cluster of yellow dots, resembling a molecular structure or a cluster of cells. The background behind the text is a dark blue gradient with a subtle grid pattern.

Natural multivitamin medicine and superfood supplement

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

Indications: Algotene supports overall health and vitality; reduces oxidative stress; protects against lipid based oxidation; protects and fights against free radical damage.

Algotene supports and helps maintain healthy skin, eyes and immune function; helps to protect against sunlight induced free radical damage; improves protection against UV radiation; helps maintain cardiovascular health; helps maintain healthy cholesterol by inhibiting the oxidation of LDL cholesterol. 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 powerful source of antioxidants and free radical scavengers. Algotene is an excellent source of safe, non-toxic Vitamin A. It is also a rich source of magnesium, electrolyte minerals and chlorophyll.

Algotene supports the body's natural detoxification processes. It aids in 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.

Patent Pending

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