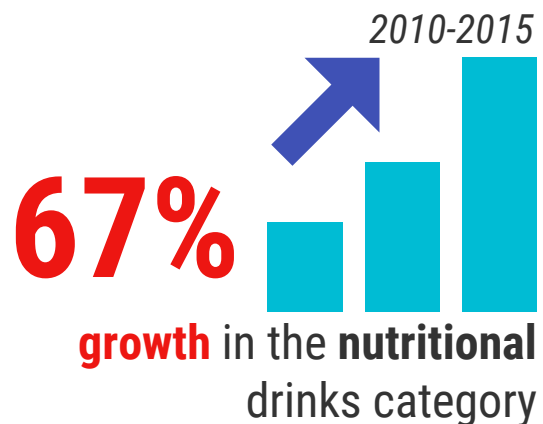
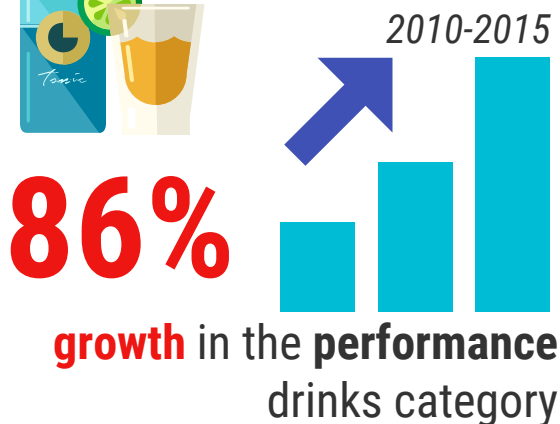


Healthy Innovations for the Healthy Ageing Market



Functional drinks are becoming more popular



What Do Consumers Want?



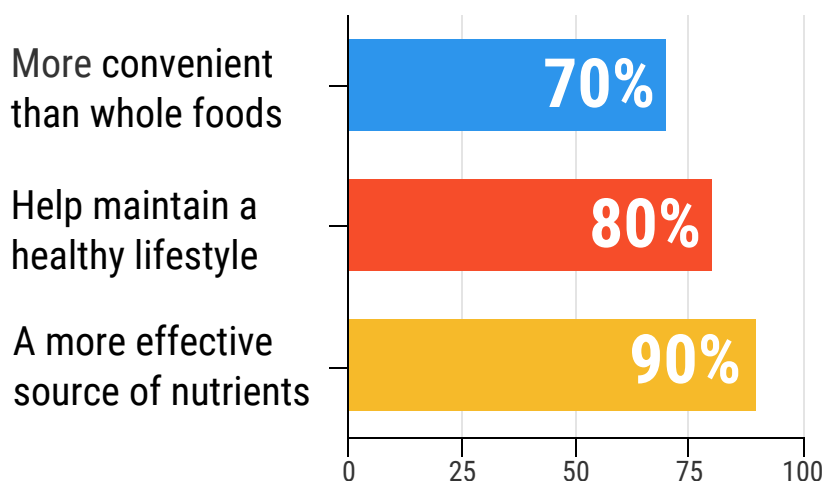
39% consume **nutritional drinks** as a replacement for breakfast



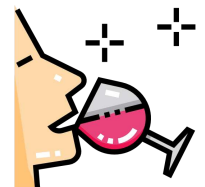
48% consume such drinks as part of a meal (up from 20% in 2012)

Opinions matter!

Consumer perception on functional drinks, % of consumers



Taste is the #1 factor influencing consumers' product choice



Functional drinks are highly relevant in the **healthy ageing market** due to **pill fatigue** and **dysphagia** (difficulty swallowing)

Introducing AstaReal's Innovative Water Soluble Products

AstaReal® CWS25



Cold water soluble powder
with 2.5% **natural astaxanthin**

30 secs to health



Unrivalled solubility

Completely dissolves in cold water in 30 seconds



Flavour compatibility

No algae odor and good with any flavour



Superior Stability

Ideal for ready to drink (RTD) products or powder sachets

AstaReal® Clear100

Water soluble liquid
with 1% **natural astaxanthin**

A healthier juice, a beauty drink, a power shot



Excellent solubility
transparency and clarity

Ideal for RTD products



High bioavailability

More astaxanthin stays in the body to deliver the health effects

Ideal for nutritional drinks

