



kalsec®

Products, Service and Science you can trust...naturally.™

Press Release

For Immediate Release: September 2, 2008

Kalsec® Announces Launch of 5% Zeagold® Natural Zeaxanthin Beadlets

Kalamazoo, MI, September 2, 2008 – Kalsec®, has added a strategic new product form to its line of ZeaGold® natural zeaxanthin (zee-uh-ZAN-thin) products.

“Kalsec®’s new cold-water-soluble 5% beadlet is ideal for use in tablets, capsules and beverage formulations,” according to Aaron Wheadon, Kalsec® nutritional products account manager. “The beadletting process encapsulates our natural zeaxanthin in a starch matrix and provides two very valuable benefits to our customers: it protects the zeaxanthin from oxidative degradation, and it prevents interactions with other active ingredients.”

The source of Kalsec®’s ZeaGold® zeaxanthin is unique. ZeaGold® is produced from paprika, a fruit that is a traditional part of the human diet. “ZeaGold® is the only source of zeaxanthin that is natural, GRAS (Generally Regarded as Safe), obtained from a whole-food source and exempt from certification under the CFR (Code of Federal Regulations) color-additive regulations. In addition, buyers of Kalsec’s ZeaGold® zeaxanthin receive a royalty-free license to U.S Patent Nos. 5,747,544 and 5,827,652, which allows them to include up to 4 mg per day zeaxanthin in dietary supplements.

Zeaxanthin is a carotenoid pigment that scientific evidence indicates is important in reducing the risk of cataract formation and age-related macular degeneration (AMD), the two most prevalent chronic eye diseases.

Kalsec® is a privately held producer and marketer of natural extracts for use in food, beverage and nutritional applications. Founded in 1958, the company is headquartered in Kalamazoo, Michigan, with facilities in Kalamazoo, Michigan; Denver City, Texas; and Mildenhall, England. For more information about ZeaGold zeaxanthin, visit www.zeagold.com.

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