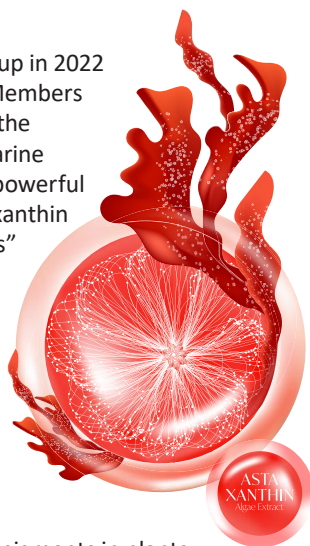




Adding **BioVivify** to the AIM lineup in 2022 presented a new ingredient to Members and Customers: astaxanthin. As the most abundant carotenoid in marine organisms and one of the most powerful antioxidants on the planet, astaxanthin is called the “King of Carotenoids” given its increased potency over all other beneficially important antioxidants, including beta-carotene, vitamin C and vitamin E.

doi.org/10.3389/fmars.2017.00093



Carotenoid Color Connection

As nature’s abundant tetraterpene pigments in plants, animals, algae, etc., carotenoids provide hues of orange, purple, red and yellow. Astaxanthin’s carotenoid status is colored by the pinkish-reddishness seen in seafood such as crab, lobster, salmon and shrimp. Most people do not eat enough seafood nor the astaxanthin-rich algae coloring these marine creatures that consume it. Supplementation is the most convenient and cost-effective way to take advantage of the health benefits of this “King of Carotenoids.”

bit.ly/TetraterpenePigments

Sourcing the Best

Each 2-capsule serving of BioVivify contains 6 mg of astaxanthin from AstaReal®, the world’s leading innovator and producer of natural astaxanthin from microalgae.



Along with astaxanthin as the main ingredient, the BioVivify formulation includes the presence of vitamins B7 and C and the amino acids, glycine, L-lysine and L-proline. Each coactive ingredient plays a part in enhancing the hair, nail and skin benefits of astaxanthin.

Note: AIMega’s essential fatty acids aid in the absorption of astaxanthin.

Since the launch of BioVivify, research has revealed the benefits of astaxanthin include health support for the eyes and heart as well as the digestive and immune systems, extending well beyond a nutricosmetic that beautifies the hair, nails and skin.

doi.org/10.1016/j.jafr.2023.100685
doi.org/10.3390/nu15061459



BioVivify can enhance the health of your skin, hair and nails with a combination of six replenishing ingredients: astaxanthin, L-proline, glycine, L-lysine, biotin (vitamin B7) and vitamin C.



Key Benefits and Features

- Reduces facial fine lines
- Supports collagen synthesis
- Protects collagen from oxidative damage
- Supports skin hydration and smoothness
- Enhances skin elasticity
- Reduces hair breakage and split ends
- Boosts keratin production
- Improves rough cuticles

BioVivify /bio-VIV-ify/

The name of this dietary supplement combines the word *bio* meaning “life” and a derivative of the word *vivificare*, which in late Latin means “restore to life.” BioVivify bestows *life renewed* for your hair, nails and skin.



Astaxanthin

Pronounced asta-ZAN-thin, astaxanthin is BioVivify’s primary ingredient. This potent antioxidant is a red-pigmented member of the carotenoid family that provides diverse health benefits.

Sourcing Astaxanthin

Located in the Pacific Northwest, the AstaReal® company extracts astaxanthin from non-GMO, freshwater microalgae. Technicians handpick single cells of microalgae to grow cultures of quality cells that are nurtured in AstaReal’s fully enclosed, indoor photobioreactors. Under high illumination, the algae breaks down its green chlorophyll, turning it into red, astaxanthin-rich cells. Using a 100 percent solvent-free extraction method, the astaxanthin is isolated and concentrated into the finest source available for BioVivify.





bit.ly/AstaReal_Astaxanthin

AstaReal® astaxanthin is the most clinically studied brand. Using servings of 2 to 12 mg of astaxanthin daily, six clinical studies demonstrated that astaxanthin increases collagen production and synthesis, supports skin hydration and smoothness, enhances skin elasticity and reduces fine lines. **Each BioVivify serving provides 6 mg of AstaReal® astaxanthin.**



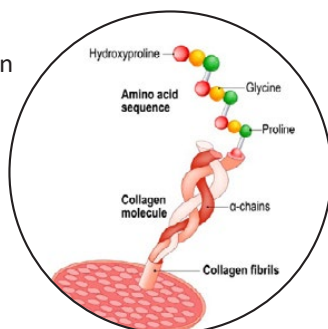
Salmon get their orangey, pinkish or reddish color from the consumption of small, algae-eating crustaceans. In the USA, the average yearly intake of astaxanthin from salmon is only 11 mg.



One canister of BioVivify provides 180 mg of astaxanthin!

Collagen's Amino Acids and Vitamin C

Collagen is a protein that plays a pivotal role in skin structure and function. The amino acids L-proline, glycine and L-lysine and vitamin C are essential for the synthesis of collagen. The alpha-chain structures in collagen require the presence of L-proline and glycine while vitamin C is a cofactor in the hydroxylation of alpha chains, providing structure for collagen. L-lysine contributes to collagen's tensile strength.



The Astaxanthin-Vitamin C Connection

Fibroblasts are specialized cells that synthesize collagen. Working synergistically, astaxanthin and vitamin C optimally protect fibroblasts from the oxidative damage caused by reactive oxygen species (ROS), a type of free radical that contains oxygen.

Tominaga et al. Food Style. 2009; 21 13(1): 84-86.



BioVivify's inclusion of vitamin B7, also known as biotin, can stimulate the production of keratin in your hair and increase the rate of hair follicle growth.

wb.md/3O1CILA

BioVivify represents AIM's very first nutricosmetic, an ingestible health product that enhances the function and appearance of hair, nails and skin from the inside out.

For additional hair, skin and nail benefits, take **AIMega** and **BarleyLife** along with BioVivify.

