



BETA CARO-GEN[®] & ULTRA CARO-GEN[®]

- PRO VITAMIN A
- ANTIOXIDANT ACTIVITY
- IMMUNE SUPPORT



NATURAL BETA CAROTENE **NATURAL MIXED CAROTENIODS**

The body generates **free radicals or reactive oxygen species (ROS)** as the inevitable by-products of turning food into energy. They are also formed after exercising or exposure to external factors such as pollution and sunlight, or internal factors such as **inflammation**. The body can cope with some free radicals, however, an overload of free radicals over time may become irreversible and may cause **oxidative stress**.

Carotenoids, such as **Alpha Carotene & Beta Carotene**, are suggested to play a protective role in a number of **ROS-mediated disorders**, such as cardiovascular and neurological diseases, as well as photosensitive or eye-related disorders. Their structure is identical to the retinol molecule and present **Vitamin A activity**, of which Beta Carotene possesses the highest bioactivity.

Beta Caro-gen[®] is Natural Beta Carotene produced by the fermentation of the naturally occurring fungus, *Blakeslea trispora*. **Ultra Caro-gen[®]** is a Natural Mixed Carotenoid complex containing **Alpha Carotene, Beta Carotene & Xanthophylls**.



Non-GMO



Vegan
& Vegetarian



100% Natural



Allergen Free



Dispersible in
Cold Water



Stabilized in Oil,
Powder & Emulsion form

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



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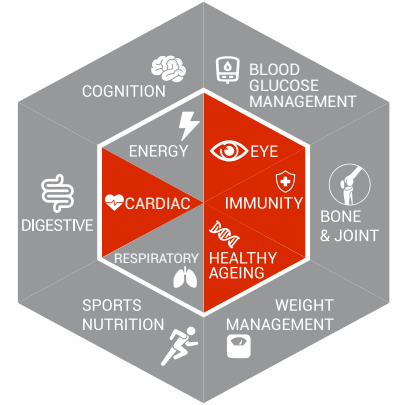
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NATURAL BETA CAROTENE NATURAL MIXED CAROTENOIDS

Natural Beta Carotene from *Blakeslea trispora* has gathered a lot of attention due to its ability to grow well in standard fermentation of liquid media. It predominantly consists of **trans-isomers** (>93%) with variable amounts of cis-isomers, and is processed in a closed reactor to produce pure crystals. These crystals are easier to handle & formulate than other sources, and provide the necessary uniformity in the desired delivery system, such as **oil suspensions, powders & beadlets and emulsions**.

Natural Beta Carotene has been found to be more **bioavailable and stable** than its cheaper synthetic alternative. Natural Beta Carotene from *Blakeslea trispora* contains a **higher amount of trans-isomers** than other sources, resulting in stronger **pro-vitamin A activity**. Both Beta Caro-gen® & Ultra Caro-gen® are available in several formats, making them suitable for **various applications** such as capsules, tablets, gummies, stick packs, food premixes & beverages.



Recommended Dietary Allowance (RDA) for Vitamin A¹



INFANTS
6 - 12 Months

Females & Males

400 (AI) µg/day - 500 (AI) µg/day

AI - Adequate Intake



CHILDREN
Females & Males

1-3 Years 4-8 Years

300 µg/day 400 µg/day

9-13 Years

600 µg/day



ADOLESCENTS & ADULTS
14 & older

Females

700 µg/day

Males

900 µg/day

CONVERSION OF NATURAL BETA CAROTENE TO VITAMIN A (IU & RAE)

IN TERMS OF IU

1 IU Retinol = 0.3 µg Retinol
1 IU Beta Carotene = 0.6 µg Beta Carotene
1 IU Retinol = 3 IU Beta Carotene
1 IU Vitamin A = 3 IU Beta Carotene = 1.8 µg of Beta Carotene

Equivalence of Natural Beta Carotene 20% Powder in terms of Vitamin A (IU):

1 mg of Natural Beta Carotene 20% Powder = 200 µg of Natural Beta Carotene = 111.1 IU of Vitamin A

Equivalent of Natural Beta Carotene 30% Oil in terms of Vitamin A (IU):

1 mg of Natural Beta Carotene 30% Oil = 300 µg of Natural Beta Carotene = 166.65 IU of Vitamin A

IN TERMS OF RAE

1 IU Retinol = 0.3 µg RAE
1 IU Beta Carotene from supplements = 0.3 µg RAE
1 IU Beta Carotene = 0.60 µg Beta Carotene = 0.30 µg RAE

Equivalence of Natural Beta Carotene 20% Powder in terms of Vitamin A (mcg RAE):

1 mg of Natural Beta Carotene 20% Powder = 200 µg of Natural Beta Carotene = 100 µg RAE

Equivalence of Natural Beta Carotene 30% Oil in terms of Vitamin A (mcg RAE):

1 mg of Natural Beta Carotene 30% Oil = 300 µg of Natural Beta Carotene = 150 µg RAE

Reference: 1. Vitamin A - Micronutrient Information Center, Higdon et al, Linus Pauling Institute - Oregon State University, 2000
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