



Hawaiian Skin Care Company Reveals The Most Powerful Antioxidant in The World

Recent research unveils ingredient indigenous to Hawaii is 6000 times more powerful than Vitamin C as an antioxidant that promotes healthy, younger looking skin.

Holualoa, HI (PRWEB) April 16, 2008 -- In an isolated area of the Hawaiian Islands, an almost unknown ingredient grows that new research shows dramatically changes the way in which skin ages. This ingredient is a natural carotenoid pigment called astaxanthin. Astaxanthin is grown in the hot lava fields of Hawaii from the deep red microalgae, *haematococcus pluvialis*. Its unique molecular structure gives it superior antioxidant and anti-inflammatory properties.

The latest research study tested this phenomenal antioxidant confirming once again it is the world's strongest natural antioxidant: 550 times stronger than Green Tea, 800 times stronger than CoQ10, 75 times stronger than Alpha Lipoic Acid and 6000 times stronger than

Vitamin C. (Reference: Nishida, et al.)

"This latest research confirms to us once again that astaxanthin is unlike any other antioxidant in the world", said Scott Mounce, marketing director for H. Maloha, a Hawaiian bionutrient skin care company. "In our bionutrient face serum, we have pioneered a skin care and anti-aging breakthrough with our astaxanthin that changes how the skin ages which is unlike what any other antioxidant has been able to do."

The astaxanthin is created when the microalgae is exposed to intense sunlight. The microalgae begins to produce large quantities of bright red astaxanthin, protecting it from UV penetration. This powerful antioxidant allows algae to survive, even in the harshest of conditions, for over 40 years. This same ingredient is also what protects most crustaceans, including shrimp, crawfish, crabs and lobster from constant sun exposure. The astaxanthin can protect the skin the same way that it protects algae.

Environmental stressors like UV light, cigarette smoke, smog, pollutants and even oxygen create damaging by-products - called free radicals - during normal cellular metabolism. Antioxidants scavenge these free radicals before they cause damage to the skin. The result is an effective protection from damage to the skin.

"What this means for skin aging is revolutionary because H. Maloha has formulated a serum that contains the absolute best antioxidant protection from free radicals. It helps prevent the breakdown of the cell structure which causes fine lines, wrinkles, loss of skin elasticity and loss of moisture in the skin."

H. Maloha uses pure, natural and organic ingredients in its serum. It contains 29 botanicals,

vitamins and antioxidants. It is eco-friendly and does not engage in animal testing. Their bionutrient face serum is 100% paraben free and contains no harsh chemicals, mineral oils, fragrances or color additives.

About H. Maloha

H. Maloha is an organic and natural, environmentally green, Hawaiian bionutrient skin care company. H. Maloha is dedicated to sharing the skin care secrets of Hawaii with the world. They are proud to protect the Hawaiian ecosystem with safe, natural manufacturing practices and also donate a portion of all proceeds to The National Children's Cancer Society. Their bionutrient face serum can be found exclusively in the best spas in the world. To learn more about H. Maloha visit www.hmaloha.com or call 1.877.462.5642.