



DIC LIFETEC Co., Ltd.  
3-7-20 Nihonbashi Chuo-ku Tokyo,  
1038233, Japan  
TEL+81-3-3278-0792  
FAX+81-3-3281-8589

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### Press Release

DIC LIFETEC Co., Ltd. (Japan), EARTHRISE NUTRITIONALS , LLC. (USA), and HAINAN DIC MICROALGAE Co., Ltd. (P.R.of China) announce the publication of a validated method for measuring phycocyanin, the blue bilin pigment in Spirulina. The method, *“Single laboratory validation of a method for the determination of c-phycocyanin and allophycocyanin in Spirulina (Arthrospira) supplements and raw materials by spectrophotometry”* by Yoshikawa and Belay was published in the reputable *Journal of AOAC International* vol. 91(3), 2008.

*“Although there are different methods of phycocyanin analysis used in the industry, none have been validated following standard validation methods, making it difficult to compare results of phycocyanin analysis in Spirulina products”*, says Dr. Amha Belay, Sr. Vice President and Chief Technology Officer of Earthrise Nutritionals.

*“Phycocyanin currently attracts many experts and consumers due to its anti-oxidant, anti-inflammatory and immune enhancement effects. Thus it is time to integrate a validated analytical method”* says Mr. Noritaka Yoshikawa, Senior Manager of Technical Dept. of DIC LIFETEC Co., Ltd.

This new method was validated using the Association of Official Analytical Chemists (AOAC) standard method of single laboratory validation. The new FDA cGMP for dietary supplements and indeed most GMPs worldwide require validated methods to be used for any content claims made on product labels.

The Spirulina industry is advised to use this new method.

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