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# **Cardax's ZanthoSyn® is No. 1 Seller at GNC Hawaii Stores**

## **Q4 2017 Results Reflect Strong Product and Physician Acceptance**

HONOLULU, Feb. 17, 2018 /PRNewswire/ -- Cardax, Inc. (OTCQB: CDXI) announced today that ZanthoSyn® (60 count), the Company's premium astaxanthin dietary supplement for inflammatory health and longevity, was the top selling product in Hawaii GNC stores for the fourth quarter of 2017, based on information provided to Cardax by GNC Holdings, Inc. ("GNC"). The product was first introduced in GNC's Hawaii stores in Q1 2017.

"Becoming the top selling, #1 product in GNC Hawaii so quickly is a significant milestone," said Gilbert Shin, Cardax Vice President, Retail Sales and Marketing. "This achievement reflects strong retail engagement by Hawaii GNC store personnel as well as strong product acceptance across a broad range of consumer demographics."

"We are very encouraged by the success of ZanthoSyn at GNC in Hawaii," added Cardax CEO David G. Watumull. "Gil and his team have really demonstrated the viability of our sales and marketing strategy in Hawaii and we look forward to implementing this model nationwide."

Cardax recently announced that ZanthoSyn® became available at more than 3,000 GNC corporate stores in the U.S. in the fourth quarter of 2017. Cardax plans to drive ZanthoSyn® sales nationally through its two-pronged approach, modeled after Cardax's successful program in Hawaii:

- Physician outreach and education, where ZanthoSyn® is positioned as the first safe, physician friendly, anti-inflammatory for health and longevity, and GNC serves as a convenient and credible distribution channel for physicians recommending ZanthoSyn®
- GNC store outreach, education, and in-store sales support, building on the ability to utilize ZanthoSyn® as a foundation of health, wellness, and performance regimens

"The sales and marketing strategy that led to ZanthoSyn's Hawaii success and its national availability is a key building block of our goal to become the inflammatory health, anti-aging leader," added George W. Bickerstaff, Cardax Chairman.

The Company's relationship with GNC reflects Cardax's mission to develop and commercialize the safest, most effective anti-inflammatory products for health and longevity.

Cardax is also developing and commercializing CDX-085, its next generation patented ZanthoSyn® product for more concentrated astaxanthin product applications. [CDX-085 was chosen by the National Institutes of Health as a top anti-aging prospect.](#)

## **About Cardax**

Cardax devotes substantially all of its efforts to developing and commercializing dietary supplements. Cardax is initially focusing on astaxanthin, which is a powerful and safe naturally occurring anti-inflammatory that supports health and longevity.\* The safety and efficacy of Cardax's products have not been directly evaluated in clinical trials or confirmed by the FDA.

## **About ZanthoSyn®**

ZanthoSyn® is a physician recommended anti-inflammatory supplement for health and longevity that features astaxanthin with optimal absorption and purity.\* ZanthoSyn® is sold online and in GNC stores. ZanthoSyn® contains astaxanthin, which is Generally Recognized as Safe (GRAS) according to FDA regulations.

## **About Astaxanthin**

Astaxanthin is a clinically studied compound with safe anti-inflammatory activity that supports joint health, cardiovascular health, metabolic health, liver health, and longevity.\*

## **Media and Investors**

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## **Safe Harbor**

This release may contain certain forward-looking statements regarding our prospective performance and strategies within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and are including this statement for purposes of said safe harbor provisions. Forward-looking statements, which are based on certain assumptions and describe future plans, strategies, and expectations of our company, are generally identified by use of words "anticipate," "believe," "estimate," "expect," "intend," "plan," "project," "seek," "strive," "try," or future or conditional verbs such as "could," "may," "should," "will," "would," or similar expressions. Our ability to predict results or the actual effects of our plans or strategies is inherently uncertain. Accordingly, actual results may differ materially from anticipated results. Some of the factors that could cause our actual results to differ from our expectations or beliefs include, without limitation, the risks discussed from time to time in our filings with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. Except as required by applicable law or regulation, we undertake no obligation to update these forward-looking statements to reflect events or circumstances that occur after the date on which such statements were made.

<p>* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p>
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