



Carotenoids are nutrient rich chemicals which exist in the pigment that colors plants and animals. They are found in a multitude of fruits and vegetables and are ingested by humans and animals daily. They are fat soluble and supply us with important antioxidants, and have the ability to convert into essential vitamins. As an antioxidant and when consumed in great quantities carotenoids may prevent cell, tissue, and genetic damage and play an important role in increasing a person's immunity to infection, reduce risk of cancer, and protect against heart disease.