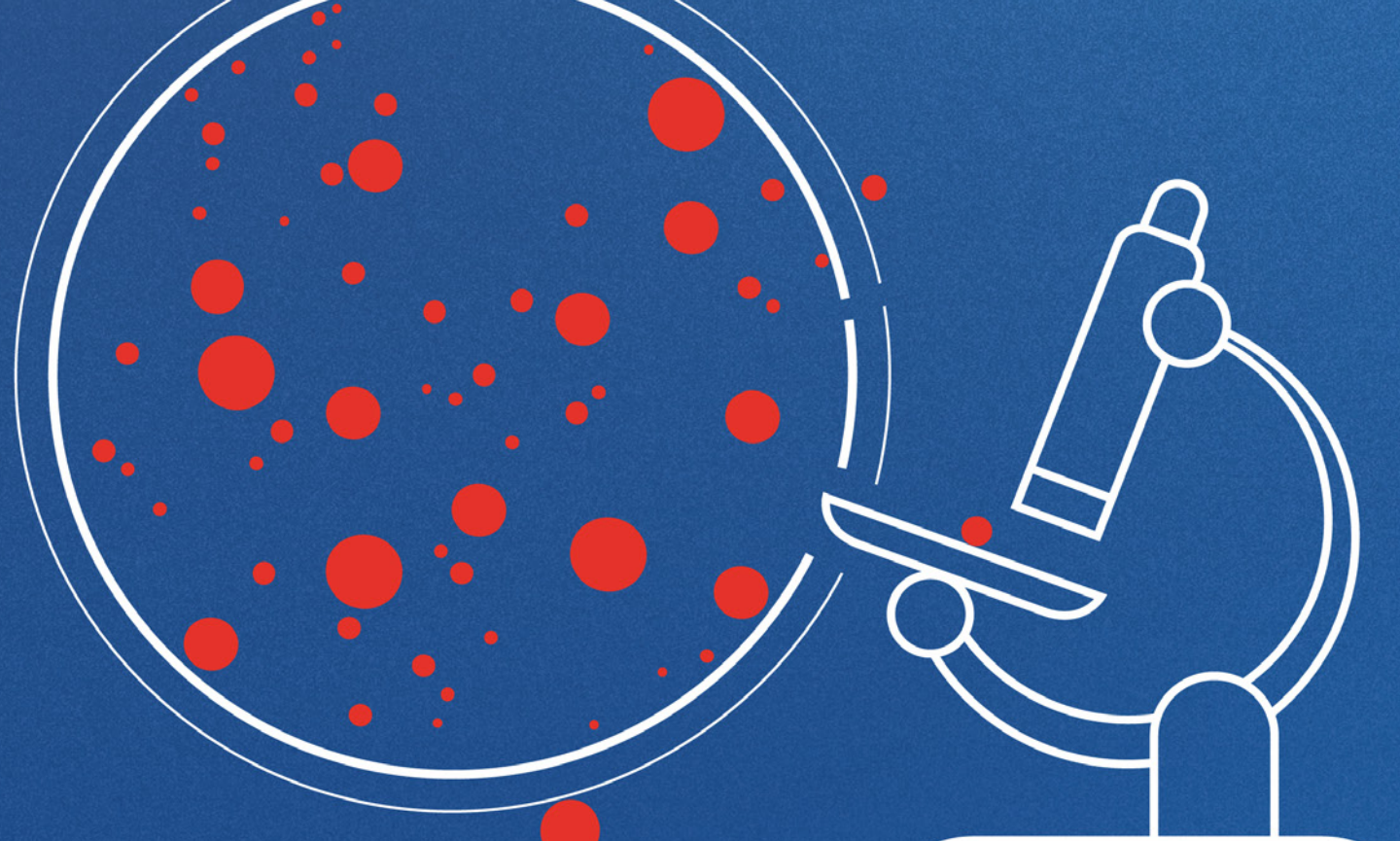


The sustainable way for natural astaxanthin

ABOUT ASTAXANTHIN



Astaxanthin is a carotenoid responsible for the pink/orange pigmentation of several fishes, like salmon, shrimps, and crustaceans. It is also one of the most powerful antioxidants found in nature, and provides an increased immune response against pathogens and viruses. Natural astaxanthin hails from **microalgae**.

PROS

NATURAL ASTAXANTHIN HAS SEVERAL BIO-MEDICAL BENEFITS

It has been proved that natural astaxanthin has effective beneficial properties for **human health**.



Anti-inflammatory properties



Positive effects for the immune system



Protects skin from UV rays



Improves the heart function



Enables the production of organic feed



Positive effects on the brain

CONS

NATURAL ASTAXANTHIN IS A HIGH-COST PRODUCT WITH A LIMITED MARKET

The cost of natural astaxanthin is so high that is practically not used in the main industries in which it is requested.

Some numbers

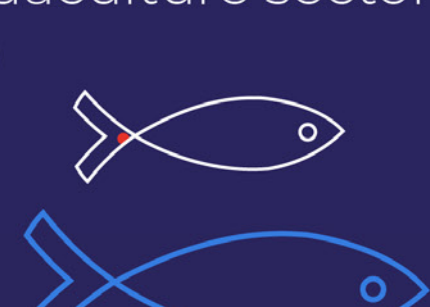
10%

of global astaxanthin is used for

Cosmetics & Nutraceuticals

+15%

Expected growth of the aquaculture sector by 2030



Aquaculture

90%

of global astaxanthin is used by **Aquaculture** food suppliers



70%

of salmon produced today is **farmed**



Asteasier

Asteasier introduces a sustainable way to produce natural astaxanthin

The Asteasier EU-funded project aims at introducing into the market a high-level and cost-effective method to produce natural astaxanthin, from two new patented strains of the **N. Gaditana** and **C. Reinhardtii** microalgae species.

Thanks to the extraordinary properties of new strains of microalgae, Asteasier aims to increase the production and market diffusion of low-cost natural astaxanthin, with the goal of promoting the manufacturing and marketing of sustainable products aimed at the nutrition and wellness of humans and animals.



ORGANICALLY FARMED FISH



COST-EFFECTIVENESS



IMPROVED SUSTAINABILITY

The increased availability of natural astaxanthin will improve the wellbeing and the quality of farmed fish.

Follow Asteasier on



www.asteasier.com

Partners



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