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BioMar

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# The sustainable way for natural astaxanthin

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# The Asteasier solution

Asteasier project's goal is the introduction into the market of a more efficient and cost-effective method to produce natural astaxanthin, which is responsible for the pink/orange pigmentation of several fishes and it is one of the most powerful antioxidants found in nature.

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.

The aquaculture sector will be able to benefit of the remarkable antioxidant and anti-inflammatory properties of natural astaxanthin; but the possible applications also embrace the cosmetics and nutraceutics sectors, meeting the global demand for natural products with low environmental impact.



ORGANICALLY FARMED FISH

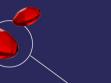


COST-EFFECTIVENESS



IMPROVED SUSTAINABILITY

#### Some numbers



10% **Cosmetics &** of global astaxanthin **Nutraceutics** is used for

#### Aquaculture





70% of salmon produced today is farmed



is the expected growth of the aquaculture sector by 2030



## Natural astaxanthin positive properties for the human health



Anti-inflammatory properties



Positive effects for the immune system



Enables the production of organic feed



Protects skin from UV rays



Improves the heart function



Positive effects on the brain