



# Asteasier

## The sustainable way for natural astaxanthin

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 nutraceuticals sectors, meeting the global demand for natural products with low environmental impact.



**IMPROVED  
SUSTAINABILITY**



**ORGANICALLY  
FARMED FISH**



**COST-  
EFFECTIVENESS**

# Natural astaxanthin positive properties for the 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

## Some numbers

**10%**

of global astaxanthin is used for

**Cosmetics & Nutraceuticals**

**Aquaculture**



**90%**

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

**70%**

of salmon produced today is **farmed**

**15%**

is the expected growth of the aquaculture sector **by 2030**

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