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Asteasier

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%

of global astaxanthin
is used for

**Cosmetics &
Nutraceutics**

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**



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

