



ASTAXANTHIN

- There is no dye, or colouring used at any point in salmon farming.
- All salmon, whether they are wild or farmed, get their signature flesh colour from their diet. This is made possible through the presence of astaxanthin.
- Astaxanthin is a powerful antioxidant that salmon need for healthy muscle growth and egg production and is a critical part of salmon's diet regardless of whether they are wild salmon or farmed salmon.
- Salmon cannot make their own astaxanthin.
- Wild salmon get their required dose of astaxanthin from eating crustaceans, namely krill. Farmed salmon has astaxanthin added to their diet.
- **Even if you ate wild salmon, it would still contain astaxanthin.**
- You can buy astaxanthin over the counter from a pharmacist here in Australia every single day – it's approved for human use.

ASTAXANTHIN EXPLAINED

All salmon, whether they are wild or farmed, get their signature flesh colour from their diet. This is made possible through the presence of astaxanthin.

Astaxanthin is an essential building block for salmon. It drives healthy muscle growth, stimulates the immune system, and improves fertility and overall growth.

Not adding astaxanthin to the regular diet of farmed salmon would negatively impact their health and wellbeing. In short, astaxanthin is a critical part of salmon's diet regardless of whether they are wild salmon or farmed salmon.

ASTAXANTHIN AS A HEALTH SUPPLEMENT

As an antioxidant, astaxanthin is said to have many health benefits for humans. It's been linked to healthier skin, endurance, heart health, joint pain, and may even have a future in cancer treatment. Astaxanthin's antioxidant properties provide the main source of the health claims and benefits of the supplement, particularly when used to help treat cancer.

Astaxanthin can also be used topically to promote healthy skin – combining topical and oral doses of astaxanthin can help to smooth wrinkles, make age spots smaller, and help maintain skin moisture.

Astaxanthin can affect endurance, as well as fatigue levels after exercise. Studies on mice show that it can boost the body's use of fatty acids, which helps endurance, and prevent muscle and skeletal damage.



Researchers are also looking into claims that astaxanthin can benefit heart health. A 2006 study examined astaxanthin's effects on rats with hypertension (high blood pressure), and results indicated that it may help to improve elastin levels and arterial wall thickness.

In a 2005 study, astaxanthin showed positive results for male fertility. Over the course of three months, the double-blind study examined 30 different men who were previously suffering from infertility. The researchers saw improvements in sperm parameters, like count and motility, and improved fertility in the group who received a strong dosage of astaxanthin.

For more information on the health benefits of astaxanthin and details of the research outlined above refer to www.healthline.com/health/health-claims-astaxanthin

