



## 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, a carotenoid.
- 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.
- Carotenoid pigments are widespread in the natural environment and are responsible for many of the red and yellow colours in a range of living organisms including flowers, fruits, fungi, birds, crustaceans and salmon.

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### 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.

As an antioxidant, astaxanthin is said to have many health benefits for humans. It has been linked to healthier skin (improve skin elasticity and protection from UV), endurance, heart health and joint pain.

References - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5946307/> and <https://examine.com/supplements/astaxanthin/research/>

