



**TASSIE
WE NEED
TO TALK**
Salmon

**DO YOU DYE
THE SALMONS FLESH
PINK?**

How would you even do that?

All salmon, whether they are wild or farmed, get their signature flesh colour from their diet, from the presence of antioxidants called carotenoids, which are vital for healthy muscle growth and egg production.

Yep, carotenoids, just like 'carrots'. Wild salmon get their carotenoids from eating krill and other crustaceans in the water. Farmed salmon get it in their nutritionally balanced diet. Astaxanthin is a carotenoid and is safe for both salmon and humans; you can buy it from your pharmacy or health food store.

KNOW THE FACTS

**SAVOUR
OUR
SALMON**

