

Astadaaily Becomes First Astaxanthin Brand to Earn Clean Label Project Purity Award

The Canadian brand becomes the first in the astaxanthin category to achieve Clean Label Project certification and qualify for its higher-tier Purity Award.

TORONTO, ONTARIO, CANADA, September 3, 2026 /EINPresswire.com/ -- Astadaaily®, a Canadian wellness brand specializing in natural astaxanthin, has become the first astaxanthin brand to receive the [Clean Label Project](#) Purity Award. The recognition was awarded to Astadaaily Astaxanthin Pure following independent laboratory testing and comparison with other products in its category.



Purity Award Winner Astadaaily Astaxanthin Pure

The award provides an additional layer of third-party verification alongside Astadaaily's existing quality controls, which extend from controlled microalgae cultivation and clean extraction to finished-product testing.

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Receiving Clean Label Project certification and the Purity Award provides meaningful third-party recognition of the quality standards our team has established.”

Dr. Alvin Cheng, Founder of Astadaaily and Iconthin Biotech

“This is an important milestone for Astadaaily and for the astaxanthin category,” said Dr. Alvin Cheng, founder of Astadaaily and [Iconthin Biotech](#). “We have invested in quality throughout the entire production process. The Purity Award provides distributors, retailers and consumers with additional independent evidence of the standards behind our products.”

Astadaaily's natural astaxanthin is derived from **Haematococcus pluvialis** microalgae grown in controlled, closed cultivation systems. The production process uses supercritical carbon dioxide extraction and includes testing of the finished product. Astadaaily Astaxanthin Pure is made in Canada.

The Clean Label Project Purity Award represents a higher level of recognition than the organization's standard certification. Clean Label Project independently purchases products through retail channels and sends them to ISO-accredited analytical chemistry laboratories. Testing evaluates environmental and industrial contaminants that may not appear on product labels, including heavy metals, pesticide residues and plasticizers.

Results are benchmarked against others in the same category. Only qualifying products that rank within the top third of their category and meet additional compliance requirements receive the Purity Award.

For distributors and retail buyers, the recognition offers an additional third-party reference when evaluating Astadaily and the growing astaxanthin category. It complements the company's established production and testing practices with independent market sampling and category-level benchmarking.

The Clean Label Project Certificate of Compliance for Astadaily Astaxanthin Pure, number SPP0071-2026H-21, took effect on August 24, 2026.

The award builds on more than a decade of experience in microalgae cultivation, extraction and astaxanthin development. It also advances Astadaily's goal of bringing independently verified, quality-focused astaxanthin products to a wider North American market.

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