Iconthin Biotech Marks 10 Years of Microalgae Innovation as Astadaily Expands Canadian Retail Presence

Canadian biotech firm celebrates a decade of microalgae innovation with retail expansion, CFIA approval, peer-reviewed research, and international awards.



Dr.Alvin Cheng in the Nutrition House flagship store

TORONTO, CANADA, September 16, 2026 /EINPresswire.com/ -- Iconthin Biotech Corp., a Canadian biotechnology company specializing in microalgae innovation and natural astaxanthin, is celebrating its 10th anniversary with several milestones across research, product development and retail distribution.

Astadaily®, the company's consumer wellness brand, is now available through Nutrition House, a Canadian health and wellness retail chain. The brand has also expanded into Calgary Co-op, strengthening its retail presence in Western Canada. These developments make Astadaily's natural astaxanthin supplements more accessible through established Canadian retailers.

"Over the past decade, our focus has remained consistent: advancing microalgae science and translating that work into high-quality ingredients and consumer products," said Dr. Alvin Cheng, Founder and CEO of Iconthin Biotech. "Our growing retail presence represents an important step in bringing Canadian-developed astaxanthin products to more consumers."

Founded in Toronto in 2016, Iconthin Biotech has developed an integrated platform covering microalgae strain selection, indoor controlled cultivation, processing and supercritical CO extraction. Its work focuses primarily on Haematococcus pluvialis, one of nature's richest sources of astaxanthin.

The company's AlgaeAsta® ingredient division also reached important scientific and regulatory milestones this year. A peer-reviewed study published in Elsevier's Aquaculture evaluated AlgaeAsta® microalgae-derived astaxanthin ingredients in rainbow trout feed. Among the

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supplemented diets, AlgaeAsta® microalgal powder achieved the highest numerical net apparent retention of astaxanthin.

The Canadian Food Inspection Agency has also approved AlgaeAsta® for use in animal feed applications in Canada. The approval enables compliant commercial use within Canada’s regulated aquaculture feed sector and supports the company’s broader development in the North American animal nutrition market.

Astadaily products received six international awards and distinctions in 2026, including the Clean Label Project® Purity Award, the Nutrition Box Award and recognition through the China International Consumer Products Expo Selection program.

Astadaily Astaxanthin Pure became the first astaxanthin supplement brand to earn the Clean Label Project® Purity Award. The program includes independent testing for heavy metals, pesticides, plasticizers and other substances of concern. The award is reserved for qualifying products that rank among the top one-third of their category.

Iconthin Biotech and Astadaily will present their latest products and developments at CHFA NOW Toronto, taking place September 25–27, 2026, at the Enercare Centre. Retailers, distributors and other industry professionals can visit the company at Booth 951.

“As we celebrate our 10th anniversary, we are grateful to the researchers, retailers, distributors, industry organizations and customers who have contributed to our progress,” Cheng added. “This milestone is not only an opportunity to reflect on how far we have come, but also to continue investing in science, quality and the responsible development of microalgae-based products.”

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