

# **New purification approach for obtaining astaxanthin esters from *H. pluvialis* using high performance countercurrent chromatography**

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Astaxanthin (AXT) is considered the most potent antioxidant found in nature. While the world market of this pigment is currently dominated by synthetic AXT, the growing trend of consumers toward natural ingredients has led to a boom in the global market demand for natural AXT. This presentation deals with the development and application of an efficient and high-throughput HPCCC isolation method for obtaining AXT esters from microalgae *H. pluvialis*. This approach may contribute to the development of a new production model of natural origin-based astaxanthins.