

Sustainable health.

Nature provides an abundance of natural ingredients that heal and balance the body. Furthermore, the health of our body is intimately connected to the health of the natural world that surrounds us. When this balance is upset it has an impact on our wellbeing.

The belief that everything is connected is at the core of what we do, why we do it, and how we do it. We not only promise to protect your health we also promise to protect the health of the environment, creating the ultimate path for true wellbeing.



As the industry leader for innovation and environmental stewardship, Ascenta is dedicated to continually sourcing new ingredients that meet our procurement philosophy of selecting the “highest quality ingredients derived from the most sustainable sources”. This commitment is of utmost importance for omega-3 because the best source of this important nutrient is fish, and global fisheries have largely been mismanaged.

More than ever, omega-3 rich fish such as cod, tuna, shark and krill are threatened by overfishing. Alongside this threat is the questionable practice of salmon farming. Amidst all these concerns there are examples of responsible harvesting of ocean resources where measures have been taken to ensure sustainability and processes have been implemented to assure these natural resources will continue to thrive for future generations. Since its inception, Ascenta has sourced exclusively sustainable species from well managed and sustainable fisheries.

Because sustainability is a core belief at Ascenta, we have taken an active role in working directly with scientists and environmental groups to promote and encourage sustainable fisheries management. We extend the concept of sustainability to incorporate what we call “resource diversification”. When we rely heavily on just one resource there is a risk of creating an imbalance in the ecosystem. In the case of omega-3, Ascenta has adopted this holistic view on resource harvesting and we have diversified our omega-3 ingredient sources over numerous sustainable species including anchovy, sardine, mackerel and wild squid, as well as vegetarian sources such as algae and echium.