

PureSea® Gold Standard Seaweed



Why PureSea® is superior?

Features and benefits	PureSea®	“Other” Ascophyllum	Fucus species
Guaranteed pristine water ¹	✓	~	~
Scalable sustainable supply ¹	✓	~	X
DNA Authenticated ¹	✓	X	X
Online traceability ²	✓	X	X
Allergen free ³	✓	X	X
Analysis in accredited labs ⁴	✓	~	~
Standardised iodine ⁵	✓	~	~
SALSA Food Safety Certified ⁶	✓	X	X
Low heavy metals ⁷	✓	~	~
Research backed ⁸	✓	~	~
Technical papers & support ⁸	✓	X	X

~ Signifies differences amongst alternate supplies

X Signifies not available or confirmed according to best market knowledge as of January 2022

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Why PureSea® is superior?

1. **Pristine, sustainable and proven provenance**

PureSea® seaweed is sourced from the pristine waters of the Scottish Outer Hebrides, where there is no significant source of industry or agriculture, and the water quality is independently measured and monitored by the relevant Scottish authorities. Due to the unique methods of harvesting, and the specifics of the species of seaweed selected, as well as careful independent monitoring and licensing, PureSea® is a sustainable and highly scalable source of seaweed.

PureSea® is unique DNA Authenticated in independent accredited laboratories. Their research shows that not only does PureSea® testing demonstrate proof of species, but also process due to the gentler way PureSea® is processed, as compared to other sources tested.

Unlike PureSea®, not all sources and species - due to the nature of how they grow and are harvested - are scalable or sustainable (e.g. too small, too disparate, seasonal, insufficient volumes, etc.), Furthermore, there are parts of Europe and the wider world where there are issues with water quality that impacts the final seaweed ingredient.

2. **Online traceability**

Every batch can be viewed online for full traceability, with all details on the batch including photographs of the harvest, the people who harvested. Click here www.seaweedandco.com/clientportal or scan the QR code here and use login details:

Username: Demo-login

Password: seaweeditthefuture

Search recent batch: 074-040521-HAFFG



Use for exact locations, technical information and even down to the name of the

3. **Allergen free**

PureSea® species naturally sheds its outer layer, reducing chances of settling crustacea and thus allergens. Furthermore, the method of harvesting reduces the chance of allergens (crustacea, fish, molluscs), as well as specialist approaches during the processing in the drying and milling. Finished product is independently tested for key allergens as per our allergen statement which is available upon request.

4. **Accredited independent testing**

All PureSea® batches are tested according to approved standard operating procedures and in independent UKAS accredited laboratories for aspects of safety, quality and nutrition. Contact us for a specification.

5. **Standardised iodine**

Iodine is measured every batch with an excellent history of analysis and a set range into which the iodine level will sit. For further details on the long-term trend, please get in touch.

6. **SALSA Food Safety certified:**

PureSea® is produced to SALSA food safety standards and is believed to be the only producer using these standards for this species into the ingredients market.

7. **Low Heavy Metals**

Independent analysis in accredited labs demonstrated consistent low heavy metal content for PureSea® as compared to commercial samples obtained for the same species from numerous other locations and suppliers, but that do not have the provenance and proprietary processing of PureSea®.

8. **Research backed and supported**

Seaweed & Co. work with UK universities and contract research organisations to further the research on PureSea® and demonstrate the clear health and nutrition benefits of the ingredients. In support, there are also a wide range of technical support documents available from LEHVOSS Nutrition. Contact us to learn more.