



PureSea® delivers natural health and wellness through gold-standard sustainable seaweed. Sourced in the pristine Scottish Outer Hebrides and carefully processed using proprietary technologies, every batch of PureSea® is DNA Authenticated & independently accredited for safety, quality, provenance and nutrition.



PRODUCT PROFILE SHEET

PureSea® seaweed is a natural and incredibly nutritious wholefood range of ingredients offering the gold-standard of seaweed, delivering natural health sustainably.

The Need for Seaweed

With a global iodine deficiency of 2 billion people and Europe considered an iodine deficient continent, there is a real need for seaweed as the only natural and plant-based source of this essential nutrient..



Furthermore, there is a rapid uptake of plant-based diets, increasing the need for seaweed and alternative sources of essential nutrition from the sea such as PureSea®.

88% of Consumers believe seaweed is good for them

Research consistently shows consumers know that seaweed is good for them and are looking for ways to include this in their diets from sustainable sources.

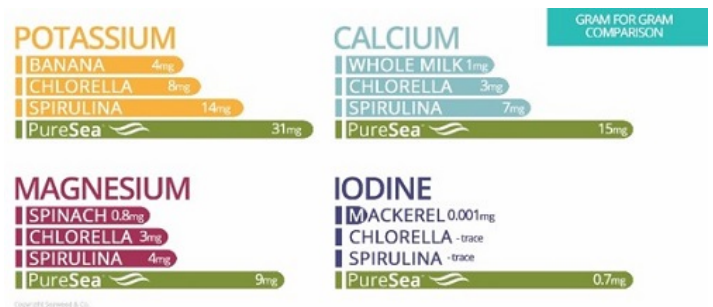
Product Advantages

- ✓ **Addressing key nutritional deficiencies**
A natural source of essential iodine which enables 6 ESFA Approved Health Claims with just a small inclusion required.
- ✓ **Natural whole-food nutrition**
Incredibly nutrient dense, and proven better natural release of key nutrients compared to synthetic equivalents.
- ✓ **Natural and clean label**
PureSea® Natural range.
- ✓ **Backed by science and research**
All claims and research are backed by independent studies.
- ✓ **Proven gold-standard**
Comparisons to the same species show superior quality and testing.
- ✓ **Transparent traceability**
Uniquely DNA Authenticated, with online traceability of each batch.
- ✓ **Provenance and proprietary production**
From pristine Scottish waters, processed using proprietary technologies.

Research

PureSea® Health & Nutrition

PureSea® is incredibly nutrient-dense, even when comparing to other super foods and sources of key minerals. PureSea® is a powerhouse of natural nutrition, containing trace elements, minerals and bioactive compounds.



EFSA Approved Health Claims

PureSea® enables six EFSA Approved Health Claims relating to natural iodine source supporting normal:

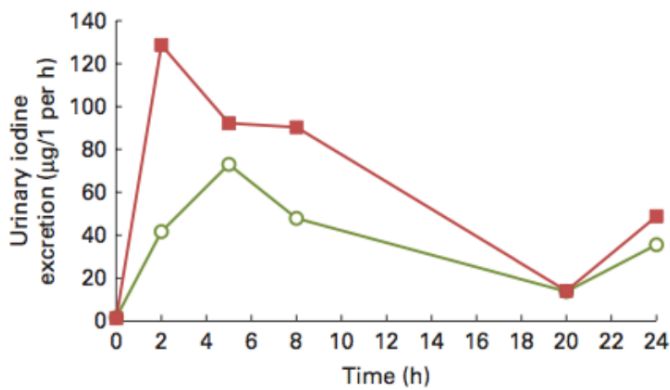
- Thyroid function
- Energy yielding metabolism
- Cognitive health



- Skin maintenance
- Functioning of the nervous system
- Growth in children

Natural is Best

Independent research shows that PureSea® seaweed provides a slower and more sustained release of iodine compared to synthetic sources that are quickly absorbed and quickly excreted¹.



Urinary iodine output (µg) over time (h) after consuming PureSea® species (green) and Potassium Iodide (red)

Blood Sugar and Weight Management Support

Seaweed has long been used to help manage weight and blood sugar release. Research demonstrates that PureSea®'s specific polyphenols inhibit enzymes, slowing sugar release in the blood. This works particularly well when taken as a supplement alongside carbohydrates. Research also demonstrates it can aid weight management by increasing satiety².

Furthermore, in a new in-vitro comparison between a branded white kidney bean and PureSea® seaweed, the rate of amylase inhibition of PureSea® was found to be over 5 times higher than that of white kidney bean, demonstrating that PureSea® is significantly more effective at inhibiting amylase³.

Manufacturing Process

Sourced in pristine Scottish waters, the sustainable wild harvesting is undertaken by carefully selecting the best sites and cutting the seaweed using specialist vessels and techniques. The seaweed is then dried and further processed in dedicated food grade facilities, using International Patent Pending techniques.

Quality Assurance

Gold Standard Seaweed

PureSea® is sourced from sustainable proprietary production in the pristine Scottish Outer Hebrides. The production ensures a safe, consistent and standardised source of essential iodine. Every batch is tested for safety, quality & nutrition, with a fully online transparent traceability system including DNA Authentication. Independent research demonstrates superior quality and safety of PureSea® when compared to other supplies of the same species.

PureSea® vs Other Species

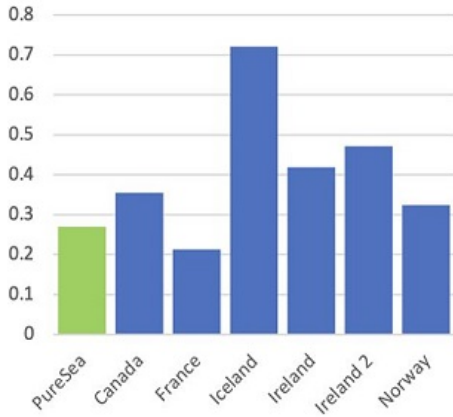
Features & Benefits	PureSea®	"Other" Ascophyllum	Fucus Species
Guaranteed pristine water	Y	—	—
Scalable sustainable supply	Y	—	X
DNA Authenticated	Y	X	X
Online traceability	Y	X	X
Allergen free	Y	X	X
Analysis in accredited labs	Y	—	—
Standardised iodine	Y	—	—
SALSA Food Safety Certified	Y	X	X
Low heavy metals	Y	—	—
Research backed	Y	—	—
Technical papers & support	Y	X	X

Where: "—" Signifies differences amongst alternate supplies and

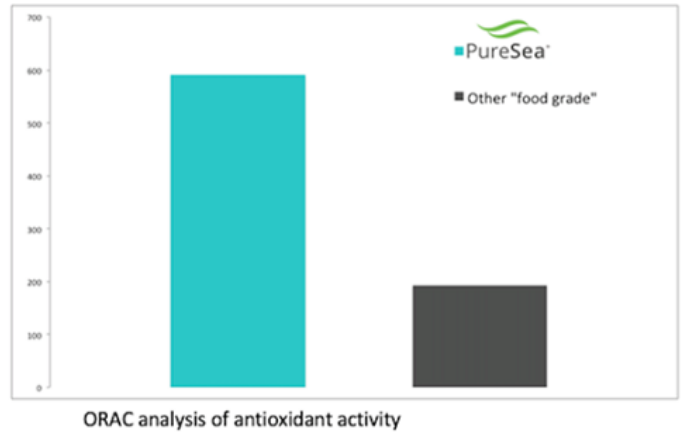
"X" Signifies unconfirmed according to market knowledge as of Jan 2022



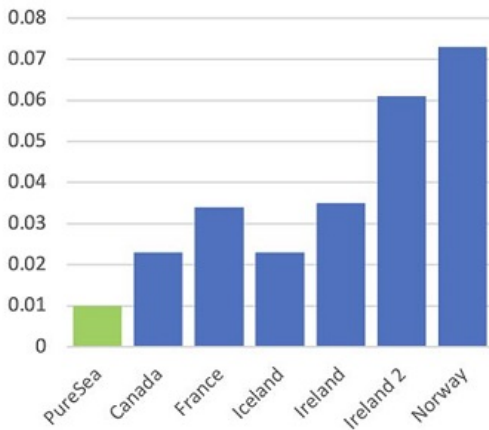
Cadmium



PureSea® is shown to be higher on key levels of quality (polyphenols and antioxidant levels) as compared to the same species and source that do not follow the PureSea® proprietary processes and production methods.



Mercury



PureSea® (green bar) was lower as compared to other sources (blue bars) of the same species (*Ascophyllum nodosum*) in independent analysis (further data on other heavy metals available on request).

Certifications



Product Safety

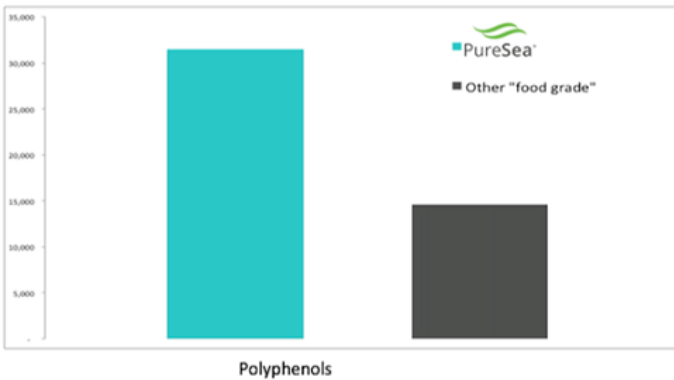
Studies published in the British Journal of Nutrition² using the PureSea® seaweed species, along with batch testing, demonstrate the effectiveness, bioavailability and safety of PureSea®.

On-line Client Portal for Transparent Traceability

An on-line transparent traceability is available for customers to discover where each batch was harvested, with photographs and maps, certification, unique DNA Authentication, even down to the name of the individual harvesters. Visit: <https://www.seaweedandco.com/clientportal/>.

Product Range

PureSea® Range	Particle Size	Organic Certified
PureSea® Natural Fine Granules	<400 micron	Yes
PureSea® Natural Medium Granules	(0.4-1.5mm)	Yes





Product Applications



PureSea® grades are suitable for capsules and green blends.

About

SEAWEED & CO.

Seaweed & Co. is the company behind PureSea®. Founded by marine biologist, Dr Craig Rose (aka Doctor Seaweed®), with a highly experienced board and panel of independent experts that have developed the research driven and accredited PureSea® ingredients.

References

1. Combet, E., Ma, Z. Cousins, F., Thompson, B. and Lean, M., 2014 [Low-level seaweed supplementation improves iodine status in iodine-insufficient women](#). British Journal of Nutrition, 112(5), pp.753-761
2. Research undertaken in conjunction with Newcastle University Medical School, Published 2021
3. Independent scientific study. Results available on request.