



NEW ZEALAND

SeaMAX

Green Lipped Mussel & Vitamin C



**Natural Anti-Inflammatory
from New Zealand**
Enhancing Mobility and
Immune Boosting

PURE • POTENT • TRACEABLE



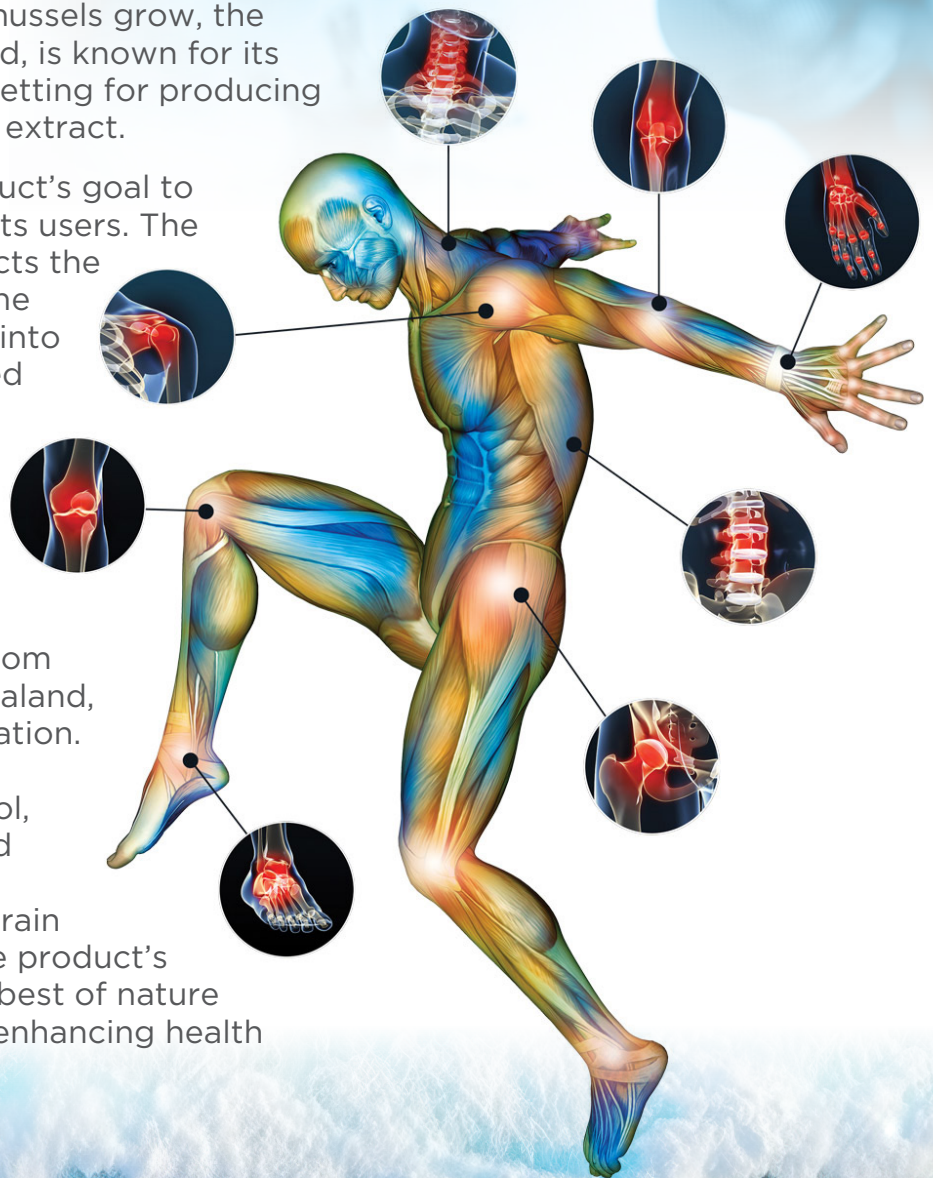
Why SeaMAX?

The name “SeaMAX” is based on its pure, premium New Zealand marine origins, along with deep scientific research to maximize health benefits.

The “Sea” is a direct reference to the primary ingredient, the Green Lipped Mussel Extract Powder, which is harvested from the pristine seas of New Zealand. This mussel species is renowned for its unique nutritional profile, rich in GAGS (Glycosaminoglycans) and Omega-3 fatty acids, proteins, and other vital nutrients. The environment in which these mussels grow, the coastal waters of New Zealand, is known for its purity and provides an ideal setting for producing a high-quality, natural marine extract.

The “MAX:” signifies the product’s goal to maximize health benefits for its users. The integration of Vitamin C reflects the product’s high potency and the extensive research that went into developing a formula designed to offer maximum efficacy, contributing to an overall boost in health and wellness.

The name SeaMAX encapsulates its essence – a maximum-strength, natural marine supplement derived from the pristine waters of New Zealand, with a strong scientific foundation. It is designed to support and maximize inflammation control, provide nutrition for damaged joints, bolster immune health, and contribute to heart and brain health. This name signifies the product’s commitment to blending the best of nature with scientific innovation for enhancing health and quality of life.



Unique Combination

SeaMAX: the unique combination of Green Lipped Mussel Extract and Vitamin C



SeaMAX, a product derived from a natural source that combines green-lipped mussel and vitamin C, is unique because of its specific composition and potential health benefits. Green-lipped mussel is rich in omega-3 fatty acids, including the rare Eicosatetraenoic Acid (ETA). ETA is renowned for its potent anti-inflammatory properties, beneficial for joint health and mobility. The inclusion of Vitamin C enhances immune function and offers antioxidant benefits. This combination in SeaMAX could be effective for improving joint health, reducing inflammation, aiding natural cartilage repair, enhancing mobility, and bolstering overall immune health.

Collagen Synthesis for Joint Health:

Vitamin C plays a crucial role in the synthesis of collagen, an essential protein for maintaining the integrity and function of cartilage in joints. The Green Lipped Mussel powder when paired with Vitamin C, can help maintain and repair connective tissue more effectively.

Immune System Support:

Both Vitamin C and the Omega-3 fatty acids found in Green Lipped Mussel powder are vital for a healthy immune system. This combination can help support and enhance the body's natural defence mechanisms.

Enhanced Absorption of nutrients:

Vitamin C can enhance the absorption of nutrients and compounds found in Green Lipped Mussel powder, making them more effective.

Anti-Inflammatory Properties:

Green Lipped Mussel powder, with its omega-3 fatty acids, specifically ETA, provides a strong anti-inflammatory response. This effect is crucial for reducing joint inflammation and associated pain, enhancing the overall anti-inflammatory impact of SeaMAX.

Improve Joint Health and Mobility:

The components found in Green Lipped Mussel powder possess the ability to retain water and provide structural support, significantly aiding in movement and tissue repair, while also contributing to overall cellular function. Furthermore, the addition of Vitamin C as an antioxidant plays a role in reducing oxidative stress in the body.

SeaMAX stands out for its evidence-based formulation, suitable for all ages, athletes, and those seeking to maintain their joint health. It offers a comprehensive approach to wellness, addressing multiple aspects of health through a single, scientifically-supported product.

SeaMAX is not just a supplement; it's a proactive measure for long-term health and well-being, grounded in medical research and the power of natural, active and premium ingredients.



How it Works

SeaMAX, with its combination of glycosaminoglycans (GAGs) and omega-3 fatty acids from green-lipped mussel, works synergistically in the body to offer several benefits. GAGs, being key components of cartilage and joint fluid, provide structural support and lubrication in joints, aiding in joint health and mobility.

Omega-3 fatty acids, particularly the unique Eicosatetraenoic Acid (ETA) found in green-lipped mussels, contribute significantly to reducing inflammation, which can alleviate pain and stiffness associated with joint issues. This blend in SeaMAX potentially offers comprehensive joint support, anti-inflammatory benefits, and enhanced overall mobility for the consumer.

The addition of Vitamin C in SeaMAX enhances this synergistic effect. Vitamin C is not only vital for immune system support but also contributes to collagen synthesis, which is important for cartilage health. Its antioxidant properties further aid in protecting joint tissues from oxidative stress and inflammation, thus complementing the anti-inflammatory action of Omega-3s and the structural support provided by GAGs. This comprehensive blend in SeaMAX aims to offer robust joint support, potent anti-inflammatory benefits, and improved overall mobility for consumers.

Suitable For

SeaMAX derived from a natural source, is renowned for its mobility-enhancing and anti-inflammatory properties, offering a natural solution for joint health. Its unique formulation, suitable for all ages including athletes, provides comprehensive benefits for overall wellness, focusing on improving joint mobility and reducing inflammation, thereby catering to a wide spectrum of health needs. This makes SeaMAX a versatile and effective option for those prioritizing natural health solutions.

SeaMAX is not just a supplement; it's a proactive measure for long-term health and well-being, grounded in medical research and the power of natural, active and premium ingredients.

Customer Information

Directions and Dosage:

Take 1-2 capsules daily. May be taken any time with food or a full glass of water, or as directed by your healthcare professional.

Cautions/Contraindications:

Not recommended for people allergic to seafood. If on prescription medication (especially blood thinning drugs), consult your healthcare professional before use.

Ingredients

SeaMAX represents a significant advancement in nutritional supplements, combining 350g of Green Lipped Mussel Extract Powder with 20mg of Vitamin C. This innovative product is based on scientific research and leverages the therapeutic potential of natural ingredients.

Rich in natural compounds: Biolane™ is a concentrated source of glucosamine, proteins, omega-3 fatty acids, lipids, and amino acids.

Glycosaminoglycans (GAGs): These compounds provide necessary lubrication and shock absorption for joints, improving mobility and aiding in tissue repair.

Omega-3 fatty acids: Found exclusively in green-lipped mussels, these fatty acids have potent anti-inflammatory properties, effectively reducing inflammation and alleviating joint pain and stiffness.

Cold extraction process: This process ensures the preservation of vital compounds, making SeaMAX an effective solution for managing conditions like rheumatoid arthritis and osteoarthritis.



20mg

Vitamin C



350g

Green Lipped
Mussel Extract
Powder



Quality Assured:

Premium Green Lipped Mussel Powder

We're proud to feature the 8+ Lipids Certification on our New Zealand Green Lipped Mussel Powder (also known as Green shell*), a quality mark endorsed by Aquaculture New Zealand (AQNZ). This certification represents the highest standards of purity, potency, and integrity, assuring you that each product bearing this mark meets exceptional standards:



**Certified Quality
New Zealand
Greenshell
Mussel Powder**

- **100% Authentic New Zealand:** certified to exclusively contain genuine Green Lipped Mussel powder, ensuring you receive the authentic benefits of this unique nutraceutical.
- **Rich nutritional profile with minimum 8% Lipids:** Our commitment to quality guarantees a rich content of beneficial omega-3 fatty acids, including DHA and EPA, known for their anti-inflammatory effects.
- **Superior nutritional value:** Verified by independent testing, SeaMAX excels in nutritional value. With a lipid content of 9.2%, it significantly surpasses industry benchmarks, offering a rich source of omega-3 fatty acids for exceptional health advantages.

This Quality Mark guarantees the authenticity of our product and embodies our commitment to providing a product of unparalleled authenticity, potency, and health benefits. Choosing this product means opting for undeniable credibility and quality, confirmed by rigorous testing and independent verification, making it a premier choice for health and wellness globally.

* The terms "Green Shell" and "Green-Lipped Mussel" are both used to describe the same species, *Perna Canaliculus*, found in New Zealand waters.



Science Behind SeaMAX



The efficacy of SeaMAX is grounded in rigorous scientific research and testing, validated by top New Zealand laboratories. These tests confirm the blend's effectiveness in reducing inflammation, supporting joint health and mobility, and boosting the immune system.

Deep Blue Health, a leader in Green-Lipped Mussel supplements in New Zealand, has instituted an independent validation rate, setting high standards for product efficiency and quality assurance. This ensures that SeaMAX not only meets but exceeds expectations in providing health benefits derived from its unique green-lipped mussel composition.

Green Lipped Mussel Extract Powder (Biolane™)

SeaMAX's key ingredient, Biolane™, is a natural extract from New Zealand green-lipped mussels, renowned for over four decades in dietary supplements. It's rich in natural Glucosamine, proteins, Omega-3 fatty acids, lipids, and amino acids. These elements are crucial for supporting joint health, enhancing the strength of connective tissues, and promoting flexibility and mobility. Biolane™'s unique cold extraction process ensures the preservation of these vital compounds, which are essential for maintaining joint health and preventing tissue degradation.

Particularly significant in Biolane™ are glycosaminoglycans (GAGs) and the omega-3 fatty acid Eicosatetraenoic Acid (ETA). GAGs provide necessary lubrication and shock absorption for joints, improving mobility and aiding in tissue repair. ETA, unique to green-lipped mussels, stands out for its potent anti-inflammatory properties, effectively reducing inflammation and alleviating joint pain and stiffness. This makes SeaMAX an effective solution for managing conditions like rheumatoid arthritis and osteoarthritis, offering substantial benefits in reducing inflammation and enhancing joint mobility.

- A study published in the "Inflammopharmacology" journal in 2021 showed that green-lipped mussel extract significantly reduced pain and improved function in patients with osteoarthritis. - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8298224/>
- Research in the "Marine Drugs" journal in 2013 indicated that the Omega-3 fatty acids in green-lipped mussel extract are potent anti-inflammatory agents, which can help reduce joint inflammation and pain. - <https://www.mdpi.com/2071-1050/15/5/3912>
- A study published in NCBI discussed the benefits of GAGs, including their anti-inflammatory effects, stimulation of proteoglycan synthesis, and inhibition of cartilage breakdown. The study highlighted the positive impact of GAGs, such as chondroitin sulphate (CS) and hyaluronic acid (HA), on joint health, lubrication, and tissue repair. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9179918/>
- A 2015 study in the "Journal of Orthopaedic Science" found that green-lipped mussel extract helped in reducing the symptoms of rheumatoid arthritis. - <https://www.intechopen.com/chapters/75480>

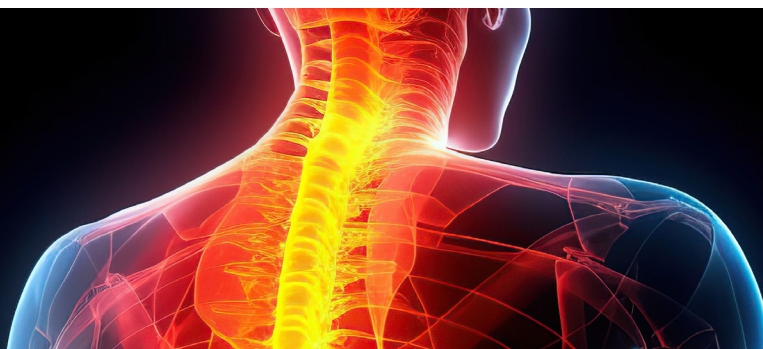
Science Behind SeaMAX Continued...

- A study published in 2023 shows that Green shell mussel (GSM) powder aids in muscle recovery post-eccentric exercise, improving muscle function and reducing soreness and biomarkers of muscle damage.
<https://drive.google.com/file/d/1A6w2MBFntP8sO6ALpq6qrbBRM5yPPUxh/view>
- Research published in MDPI indicates New Zealand green shell mussel (GSM) may halt osteoarthritis progression, especially in metabolic conditions, through diet supplementation.
<https://drive.google.com/file/d/1FcgvO5-ubID72uypDTE-sjKFd2iH2weP/view>
- The 2021 study on Green shell Mussel demonstrates its efficacy in inhibiting osteoclasts, cells responsible for bone degradation. This suggests its potential as a natural treatment for bone and joint diseases.
<https://drive.google.com/file/d/1oxG511BAZjw1scX4cl8AXQRHu6XH5ZJG/view>
- A study in Frontiers regarding GSM Powder on Joint Health in Postmenopausal Women suggests that GSM powder could decelerate collagen breakdown and alleviate joint pain in postmenopausal women. It indicates the potential for joint health benefits without impacting inflammatory cytokines.
https://drive.google.com/file/d/1pk529Q5R2w8w3tuXPTIMJe2ZM34PqU_F/view
- A review published in 2023 highlights the nutritional value, sustainability, and clinical benefits of GSMs, particularly their anti-inflammatory effects on rheumatoid and osteoarthritis, based on their omega-3 fatty acid content.
<https://drive.google.com/file/d/1pcnL40RyO2dHMmcZR29qZ1ty1jqaXBnV/view>

Vitamin C

The addition of Vitamin C in SeaMAX amplifies its health benefits. As a potent antioxidant, Vitamin C strengthens the immune system, aids in iron absorption, and contributes to cardiovascular health. This synergistic blend of Vitamin C with Biolane™ enhances the overall efficacy of the supplement.

- A review published in “Nutrients” in 2017 highlighted that Vitamin C contributes to immune defence by supporting various cellular functions of the immune system. -
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5707683/>
- Research in the “American Journal of Clinical Nutrition” demonstrated that Vitamin C reduces the risk of chronic diseases due to its antioxidant properties. -
<https://www.sciencedirect.com/science/article/pii/S0002916522044136>



Questions & Answers

What is SeaMAX and how can it help me?

SeaMAX is a 100%* New Zealand formula combining Biolane™ (Green Lipped Mussel extract), rich in natural Glucosamine. It's designed to may support joint health, improve mobility and immunity, and enhance overall well-being.

What is Green Lipped Mussel Extract and how does it work?

Green Lipped Mussel Extract, the primary ingredient in Biolane™, is sourced from a species of mussel indigenous to New Zealand. It is abundant in natural Glucosamine, Omega-3 fatty acids, proteins, and amino acids, all renowned for their anti-inflammatory properties.

What are the main health benefits of green-lipped mussels?

Green-lipped mussels are rich in nutrients, including omega-3 fatty acids (EPA and DHA), and have been found to effectively reduce pain and improve mobility in osteoarthritis sufferers. They also support gut health by fostering the growth of beneficial bacteria and reducing intestinal inflammation. Additionally, they have shown benefits in improving asthma symptoms.

Why is Vitamin C included in SeaMAX?

Vitamin C is a powerful antioxidant that boosts the immune system and supports overall health. In SeaMAX, it complements Biolane™, contributing to improved joint health and immune function.

Is SeaMAX suitable for everyone? SeaMAX is beneficial for many individuals, especially those seeking improved body inflammation, joint health support and an improved immunity system.

How do green-lipped mussels compare to regular fish oils? While both contain omega-3 fatty acids, studies suggest that green-lipped mussels are more effective in reducing pain and enhancing the quality of life for osteoarthritis patients than standard fish oil supplements.

Can SeaMAX help with conditions other than arthritis? While primarily known for its benefits in joint health, the natural compounds in SeaMAX, like Omega-3s and Vitamin C, can also support immune function and cardiovascular

health. However, it's best to consult a healthcare provider for advice on specific conditions.

Are there any side effects of taking SeaMAX?

SeaMAX is generally well-tolerated, but as with any supplement, some individuals may experience mild side effects. It's important to consult your healthcare provider before starting any new supplement, especially if you have existing health conditions or allergies.

How quickly can I expect to see results from taking SeaMAX?

The time frame for experiencing benefits from SeaMAX can vary. Some individuals may notice improvements in joint comfort and mobility within a few weeks, while for others, it might take longer. Consistent daily use is important for optimal results.

Is there scientific evidence supporting the effectiveness of SeaMAX?

Yes, numerous studies indicate the benefits of its ingredients. For example, research has shown that green-lipped mussel extract can significantly reduce arthritis symptoms and joint pain.

Can I take SeaMAX with my current medications?

While SeaMAX is natural, it's important to discuss it with your healthcare provider before combining it with other medications, to avoid potential interactions.

What are the capsules in SeaMAX made of?

They are made from Halal approved gelatine.



Deep Blue Health History

Deep Blue Health, recognised as a leader in Green-Lipped Mussel supplements in New Zealand, has built its reputation over more than two decades. The company's foundation is deeply rooted in a passion for nature and the ocean, which has driven its commitment to providing high-quality, natural health products. It began as a family-run business, born out of a fascination with the sea's healing potential and a commitment to bringing its benefits to people worldwide. Over the years, this passion has been passed down from generation to generation, evolving into a company that blends premium natural supplements with a SOLID foundation in scientific research.

From the very beginning, Deep Blue Health focused on harnessing the power of pure, potent and traceable ingredients, sourced directly from New Zealand. Quality and purity have always been at the forefront of Deep Blue Health's mission. The company established stringent quality control processes, ensuring that every product that left its facilities met the highest standards. Furthermore, it is also committed to eco-friendly extraction methods and works closely with local communities to ensure the sustainability of the resources. This dedication to excellence earned Deep Blue Health a reputation for reliability and efficacy, cementing its position as a trusted name in natural health supplements.

Today, Deep Blue Health is a symbol of innovation and reflects the purity of New Zealand, offering customers premium products of the highest quality and technology in natural supplements.



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