



PureSea® Protect is a unique and innovative ingredient which delivers all the benefits found in the original PureSea® Natural seaweed, but with none of the flavour or aroma of the sea. This makes PureSea® Protect an ideal ingredient for almost any application.



PRODUCT PROFILE SHEET

The PureSea® Brand: Elevating Natural Wellness

PureSea® is the gold-standard seaweed brand. The PureSea® range offers unique, sustainable and natural solutions that can elevate your brands and products with:

- Science-backed benefits
- Six EFSA Health Claims
- Addressing major nutritional deficiencies
- Outstanding provenance and quality
- A unique story and proprietary production
- Proven as higher quality than other sources

Image 1
PureSea® Health Benefits



PureSea® Protect offers all the advantages of the original **PureSea® Natural seaweed** (link to product page [here](#)), yet its neutral profile makes it perfect for use in a wide range of applications. After several years of intensive R&D, proprietary microencapsulation processes have been developed enabling PureSea® Protect to meet consumer trends for natural, healthy ingredients with purpose, offering nutritional benefits, approved health claims, and a genuine story of provenance and sustainability. All these benefits are with the added advantage of being easily incorporated into formulations without issues of the taste and aroma of seaweed.

Why PureSea® Protect

- **PureSea® Protect offers numerous benefits**, for a wide diversity of markets and consumer demographics. The key nutrient in the PureSea® ingredients is iodine - essential at all life stages, being needed for fertility, during pregnancy, for child development, and all through adult life.
- **PureSea® Protect enables six EFSA Approved Health Claims** relating to the natural iodine sources supporting normal thyroid function, energy yielding metabolism, cognitive health, skin maintenance, functioning of the nervous system and growth in children.
- Iodine is **essential at all life stages**. However, 5 billion people globally do not consume enough iodine¹, with Europe now being considered deficient in iodine.
- **Protect your Flavours:** The seaweed flavour and aroma are locked away by a coating of plant-based protein, protecting your finished products by ensuring minimal flavour impact of this neutral-coloured powder.
- **Protect your Nutrients:** The protein coating locks key nutrients, protecting them during processing and digestion, making them more available when needed as shown by an [independent study](#)².

Product Advantages

- ✓ **Six EFSA Claims Allowed**
With a small inclusion
- ✓ **No Seaweed Flavour or Aroma Impact**
- ✓ **Neutral Coloured Powder**
- ✓ **Good Dispersion in Water**
- ✓ **Multiple Health Benefits**
Benefits for women's health and all life-stages and lifestyles
- ✓ **Sustainable, Natural & Vegan**
- ✓ **Backed by Scientific Research**
- ✓ **Transparent Traceability**
- ✓ **Outstanding Provenance & Unique Story**
- ✓ **Proprietary Production**



Research

Targeted Release

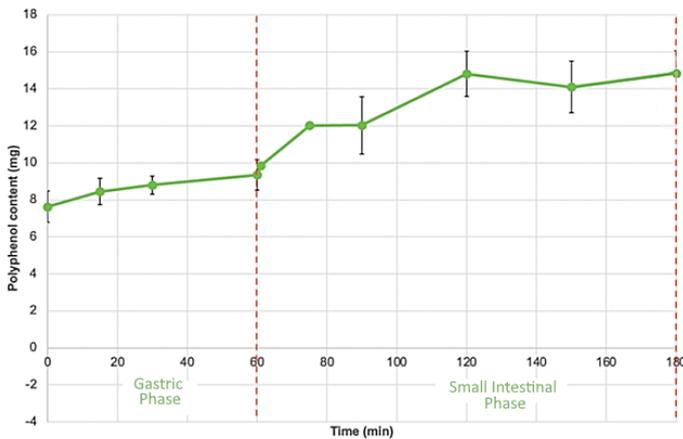
An independent study², using polyphenols found in PureSea[®] Protect as markers for nutrient release, demonstrates how the natural coating in **PureSea[®] Protect ensures better protection of key nutrients during digestion.**

The study highlights a lower release of the marker nutrient (polyphenols) in the gastric phase — where absorption and utilisation are not needed — compared to the increased release in the small intestine phase, for better nutrient absorption.

For more information, download a summary of the study [here](#).

Graphic 1

Polyphenol Release from PureSea[®] Protect over time in the Upper GI Tract



Iodine Research

In addition, the natural iodine within the PureSea[®] ingredients is supported by extensive research demonstrating benefits for thyroid health, fertility, pregnancy, menopause, energy and sports recovery, weight management, metabolic health, mental health and performance, skin health, and other beauty-from-within benefits. Further details can also be found on the [PureSea[®] Natural page](#).

Product Safety

Studies published in the British Journal of Nutrition³ using the PureSea[®] seaweed species, along with batch testing and other independent studies, demonstrate the effectiveness, bioavailability and gold-standard safety of PureSea[®].

Please note no chemicals or solvents are used during the manufacturing process as PureSea[®] Protect is obtained by aqueous infusion. In addition, lentil proteins used for the microencapsulated coating offer a natural, plant-based coating solution, and lentils are commonly used and consumed as food.

Product Range

Ingredient	Iodine Content	Grade	Particle Size
PureSea Protect	420 (+/-) 84 mg/kg	Microencapsulated Powder	1-5 microns

Product Applications

With low inclusion rates, PureSea[®] Protect enables six EFSA Approved Health Claims, and offers a diverse range of benefits for multiple applications such as:

- **Sport Nutrition/Active Nutrition**

This ideal ingredient can be used in protein and other powder blends with neutral or sweet flavours, adding a health claim linked to **energy and metabolism**.

- **Collagen and Beauty from Within**

Utilise this low-flavour ingredient within collagen and beauty-from-within powder blends, enabling health claims of **skin health**, and extensive evidence supporting healthy hair and nails.

- **Superfood Blends**

With flavour and powder dispersion being key to consumer uptake, this is an **easy-to-incorporate ingredient**, providing approved health claims from essential natural nutrition that is often overlooked.

- **Foods**

PureSea[®] Protect offers the story and nutritional benefits of seaweed without affecting flavour, making it ideal for use in a wide range of food products.



PLAY VIDEO



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[®] ingredient

References

1. *Simone Passarelli, The Lancet: (2024) Global estimation of dietary micronutrient inadequacies: a modelling analysis, Volume 12.*
2. *Independent Research Aelius Biotech*
3. *Combet et al. (2014) Low-level seaweed supplementation improves iodine status in iodine-insufficient women. British Journal of Nutrition, 112(5), pp.753-761.*

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