PureSea® Protect

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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, responsibly sourced, 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, yet its neutral profile makes it ideal for use in a wide range of applications. Following several years of intensive R&D, proprietary microencapsulation processes were developed to help meet consumer demand for natural ingredients with purpose.

PureSea® Protect offers nutritional benefits, approved health claims and full traceability, supported by documented provenance and sustainability practices. These benefits are delivered with the added advantage of easy incorporation into formulations, without the taste and aroma challenges typically associated with 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 sourcesupporting 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 showed by an independent study[2].

Product Advantages
✔ **Six EFSA Claims Allowed** With a small inclusion
✔ **No Seaweed Flavour or Aroma Impact**
✔ **Good Dispersion in Water**
✔ **Multiple Health Benefits backed by Research** For women's health and all life-stages and lifestyles
✔ **Neutral Coloured Powder, Natural & Vegan**
✔ **Responsibly Harvested and Processed** See Manufacturing Process and Quality Assurance Sections for more information
✔ **Transparent Traceability & Proprietary Production**
✔ **Outstanding Provenance & Unique Story**

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Research

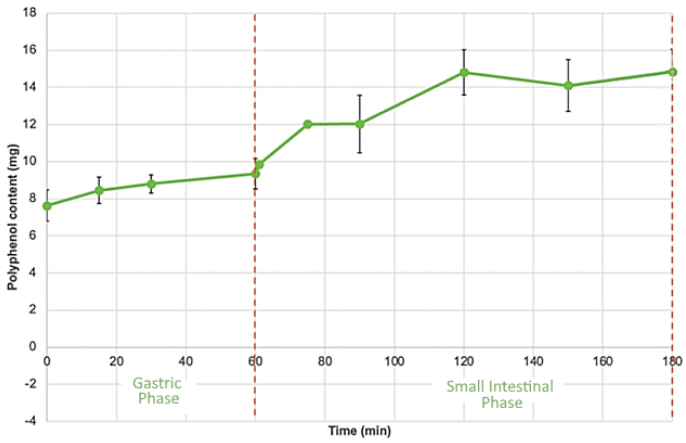
Targeted Release

An independent study[2], 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 GL 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 Nutrition[3] 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 Pack Size

The standard pack size for PureSea® Protect is 5kg bags.

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.



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About

SEAWEED & CO.

Seaweed & Co. is the company behind PureSea® and are experts on the production and supply of gold-standard seaweed ingredients. Founded by Dr Craig Rose, with a panel of experts including marine scientists, nutritionists and academics from a variety of disciplines, Seaweed & Co.'s research, and accreditations help deliver high-quality, consistent products with documented provenance, traceability and sustainability practices.

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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