

# HEALTH CLAIMS

PureSea® enables your products and brand to make approved claims.

## Energy & Metabolism

Iodine is essential in order for the body to produce thyroid hormones. These hormones play an essential role in metabolism - the rate at which cells work and use energy.

A diet with inadequate iodine intake can cause metabolism to slow down, which can result in symptoms such as weight gain and tiredness.

30% RDA dose:  
100mg PureSea®

Approved health claim:

- ✓ Supports a normal energy yielding metabolism

## Thyroid Health

The thyroid produces the hormones T3 and T4 – the number in the name of the hormone relates to the amount of iodine atoms. A lack of iodine in the diet can result in hypothyroidism.

Hypothyroidism can present with a number of unwanted symptoms including weight gain, tiredness, brittle hair and nails and dry skin.

30% RDA dose:  
100mg PureSea®

Approved health claim:

- ✓ Supports normal thyroid health & function

## Cognitive Function

Iodine deficiency is the most prevalent and preventable cause of mental impairment in the world [1].

Iodine deficiency can result in impaired cognitive and motor development which can affect performance at school and productivity throughout life. Studies show iodine deficient people may forfeit 15 IQ points [2]

30% RDA dose:  
100mg PureSea®

Approved health claim:

- ✓ Supports normal cognitive function

## Healthy Child Development

Iodine is a key nutrient in foetal development. Deficiency during pregnancy can result in impaired brain development of the foetus, low birth weight and prematurity.

The brain still needs iodine for development during the first two years of life, and then through the rest of childhood and later life.

Iodine deficiency in children is responsible for disorders in physical and cognitive development, and hypothyroidism [4].

30% RDA dose:  
100mg PureSea®

Approved health claim:

- ✓ Supports normal growth of children

## Beauty from Within

Seaweed for food and nutritional supplements has benefits nutritionally for beauty-from-within.

A common symptom of hypothyroidism caused by iodine deficiency is 'dry, flaky skin and brittle hair and nails.

63% of people with hypothyroidism report experiencing dry skin as a symptom [3].

30% RDA dose:  
100mg PureSea®

Approved health claim:

- ✓ Supports normal maintenance of skin

[1] Combet, E., Bouga, M., Pan, B., Lean, M.E.J. and Christopher, C.O. [2015] 'Iodine and pregnancy – a UK cross-sectional survey of dietary intake, knowledge and awareness', British Journal Of Nutrition, 114(1), pp. 108-117.

[2] <https://www.who.int/news-room/q-a-detail/nutrition-effects-of-iodine-deficiency>

[3] Carle, A., Pederson, I.B., Knudsen, N., Perrild, H., Oveson, L. and Laurberg, P. [2014] 'Hypothyroid symptoms and the likelihood of overt thyroid failure: a population-based case-control study' European Journal of Endocrinology, 171(5), pp. 593-602

[4] <https://www.who.int/news-room/q-a-detail/nutrition-effects-of-iodine-deficiency>