

THE NEED FOR SEAWEED

Addressing clear market needs and nutritional deficiencies

Naturally rich in iodine, PureSea® seaweed can address the huge and growing global iodine deficiencies.



Affected globally by iodine deficiency*

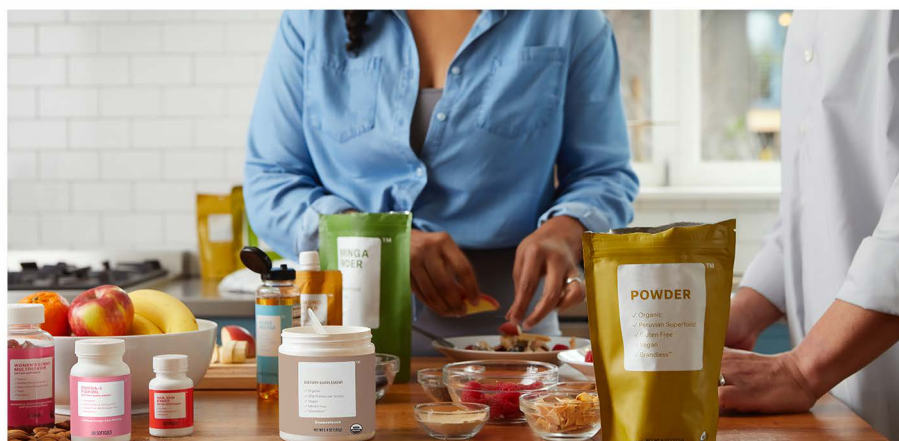


Europe is an Iodine deficient continent⁺



Increase in plant-based diets in Europe[^]

Seaweed provides vital plant-based nutrition – it is the *only* natural, plant-based source of essential iodine.



PureSea® offers essential nutrition from the sea™.



Current government health advice is not suitable for increasingly plant-based diets. Even those reducing fish and dairy intake are at increased risk of iodine deficiency.

Consumers know that fish is good for them, and with government healthy eating guidelines recommending eating fish every week, there is an awareness that the nutritional benefits of seafood need to be found elsewhere. PureSea® seaweed is the answer.

* Iodine Status World Wide. WHO Global Database on Iodine Deficiency.

⁺Euthyroid Consortium's Krakow Declaration on Iodine in 2018. Referenced in the Iodine Global Network Annual Report 2020

[^]Plant-based foods in Europe: How big is the market? The Smart Protein Plant-Based Food Sector Report.