

## SEAGREENS® MEDIA INFORMATION

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**A story behind every jar**

[www.seagreens.co.uk/mineralsalt](http://www.seagreens.co.uk/mineralsalt)



VOTED BY CAM AND CAM LIFESTYLE READERS 'BEST NEW PRODUCT' November 2010  
HIGHLY COMMENDED IN THE LONDON 'FREE FROM FOOD' AWARDS April 2011  
VOTED 'BEST ORGANIC PRODUCT' BY HEALTHY LIVING READERS December 2011

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### Best New Product of 2011

Seagreens launched **The Mineral Salt** this year on the back of its 5-year scientific research showing at least 50% of sodium chloride (salt) in manufactured foods can be replaced with its dried ground seaweed harvested and produced in Britain.

A 2011 study of the benefits of seaweed in blood pressure, published in Nutritional Journal, concluded that as a dietary ingredient in children's foods, seaweed may reduce hypertension in the adult population.

Seagreens has pioneered a new British industry which now sells human food quality seaweed around the world. Its production in the Scottish Outer Hebrides won a 2010 Crown Estate Business Award and in 2011 the Scottish Council Development & Industry Award for Excellence in Environmental Sustainability, presented by Scottish Natural Heritage and the Scottish Environmental Protection Agency.

The Mineral Salt is 50% Hebridean Seagreens and 50% unrefined Cornish Sea Salt - uniting two of the newest and most sustainable food producers from the far north and south of the British Isles.



Malcolm Macrae, Technical Director for Hebridean Seagreens (centre) with Sir Stuart Hamson, Crown Estate Chairman (centre right) and others at the award ceremony in London

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### Some highlights of 2011:



1 Research Councils UK, reviewing the past 5 years' scientific research in all areas of UK life, selected Seagreens for the 'Healthy Living' section of its 115-page book 'Big Ideas for the Future'. If 50% of the sodium chloride is replaced in manufactured foods, this could add approximately 4 and a 1/2 grams of human food quality seaweed to the national diet on a daily basis. This figure is significant because the last available statistics reveal 4.6 grams seaweed in the traditional Japanese diet, widely held to be among the healthiest in the world.

2 Seagreens first obesity research won a Masters Award from the Alpro Foundation. A normal breakfast was used to deliver a high level of Seagreens ingredient to overweight male subjects, who were tested for weight

regulation over a prolonged period. Not only did they find the meal palatable - having no idea it contained seaweed - but where a daily deficit of 100 kcal is known to prevent weight gain, the trial showed a 179 kcal deficit from a single meal. Further trials are under way and publication in a leading scientific journal.

Anna Hall presents her obesity findings at the 11th International Nutrition & Health Conference in London



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Seagreens has conducted pilot research studies and university degree studies in autism and eczema, and both the literature and experience points to the potential value of seaweed in digestion and urinary tract infection, in blood and heavy metal detoxification. Seagreens worked for several years on the latter with the British Society for Mercury Free Dentistry. Its 100% seaweed products can also be used in colon and oral health.

Wild seaweed, Isle of Lewis - by Leila Angus [www.brighterstill.com](http://www.brighterstill.com)

3 Also this year Seagreens finally established the **Seaweed Health Foundation** as an independent not for profit forum for research and education under the Executive Directorship of Dr Craig Rose, a marine biologist. Membership for manufacturers in health and food, retailers, medical practitioners and others provides access to accredited seminars, seaweed information and consultancy, research, international news and networking:



[www.seaweedhealthfoundation.org.uk](http://www.seaweedhealthfoundation.org.uk)

The Foundation's first (BANT accredited) education seminar was held in Edinburgh in September with Dr Jane Jamieson. It was worth 3.5 Continuous Professional Development (CPD) points and found favour with the delegates.

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**Seagreens' founder Simon Ranger** says: “When I set up Seagreens in 1997, I gave the business two missions: a product mission, “to get at least a gram a day of the best seaweed into the human diet” and a corporate mission, “sustainable performance without compromise”.



**February 2012 - Seagreens Food Capsules** voted 'Best Vitamin & Mineral Supplement' Product by the consumer and practitioner readers of CAM Lifestyle magazine. In 2010 The Daily Mail, Britain's biggest tabloid, voted them “the best kelp product in the UK”.

“We work hard at Seagreens because we are doing something worthwhile, but it is thanks to the people who use Seagreens every day that together we can make it happen. There is much to do because the foundation of health is as

big as all our relationships put together. The secret, it seems to me, is how we decide we are going to treat each other and the world we inhabit.”

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4 Seagreens 'core' products for consumers and practitioners - all 100% Seagreens organic dried ground wild seaweed in their iconic green jars - have established a foothold in the US market this year through International Nutrition, Inc based near Washington DC, which distributes to medical practices and clinics throughout the United States.

5 To distribute worldwide its certified organic, human food quality, branded seaweed ingredients, Seagreens has partnered with long established, international ingredient specialist Gee Lawson, with offices in London, the Nordic region, Switzerland, and Italy. Manufacturers are already using our branded ingredients in more than a dozen products and in over half a dozen countries!

### MEDIA INFORMATION

#### Seagreens Information Service

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#### SEAGREENS CONSUMER PRODUCTS

Enquiries - trade retail and wholesale:

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Tel 01342-888095

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#### SEAGREENS CERTIFIED INGREDIENTS

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