

SEAGREENS® MEDIA INFORMATION

A story behind every (award-winning) jar

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** to proclaim the success of its 5-year scientific research showing that at least 50% of sodium chloride (salt) in manufactured foods can be replaced with its dried, ground human food quality seaweed produced entirely 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.

Since 1997 Seagreens has pioneered a new British industry. Its production in the Scottish Outer Hebrides won the 2010 *Business Award for Marine Enterprise* from the Crown Estate and in 2011 an *Environmental Sustainability Award* from the Scottish Environmental Protection Agency and Scottish Natural Heritage.

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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Research achievements:

1 Research Councils UK, reviewing the past 5 years' scientific research in all areas of British life, selected Seagreens salt replacement research for the 'Healthy Living' section of its 115-page book 'Big Ideas for the Future'. Replacing 50% of the sodium chloride in manufactured foods could add approximately 4.5 grams of human food quality seaweed to the national diet on a daily basis. This figure is significant: latest available statistics reveal 4.6 grams of seaweed in the traditional Japanese diet, widely held to be among the healthiest in the world - almost exactly the amount of excess salt in the average daily diet in Britain.

2 Seagreens first obesity research won a *Masters Award* from the Alpro Foundation and was published in the peer reviewed journal *Appetite* in February 2012. 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.

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.

3 Simon Ranger, Seagreens' founder, set up the *Seaweed Health Foundation* in 2010 as an independent research and education forum for seaweed in the human food chain. Its first BANT accredited education seminar was held in Edinburgh in September 2011 with Executive Director Dr Craig Rose, and medical practitioner Dr Jane Jamieson.



Wild seaweed, Isle of Lewis - by Leila Angus www.brighterstill.com



The Natural History Museum in London kindly hosted the Foundation's first annual conference in April 2012. Membership for seaweed producers, health and food manufacturers, retailers, caterers, medical practitioners, food writers, broadcasters and others provides access to seminars, seaweed information, consultancy, research, international news and networking.

www.seaweedhealthfoundation.org.uk

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Simon Ranger says: “When Seagreens began in 1997, its product mission was “to get at least a gram a day of the best seaweed into the human diet” and its corporate mission, “sustainable performance through integrity without compromise”.



February 2012 - Seagreens Food Capsules

were voted ‘Best Vitamin & Mineral Supplement’

product by consumer and practitioner readers of CAM Lifestyle magazine. In 2010

The Daily Mail, Britain’s biggest tabloid, voted this product “the best kelp product in the UK”.



“Seagreens is sustained by a multitude of partnerships, not one single company. Health isn’t just about the food we eat. It is reflected in the quality of our individual and corporate relationships. And the foundation of health is how we treat ourselves, each other and the places we inhabit.”

4 Seagreens small range of ‘core’ products - all 100% Seagreens organic wild seaweed in the iconic green jars - are used by medical practitioners and consumers in Britain, the United States, Canada, Australia and in many parts of Europe. They provide different ways to include seaweed easily in the daily diet. And in many countries an increasing number of health and food product manufacturers use Seagreens’ human food quality seaweed ingredients in their own products.

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