

SEAWEED - *The surprising superfood*

The latest diet 'trends' aside, we're always keen to keep an eye out for foods that are gaining a positive reputation for their health benefits. One of these is seaweed.



It seems many so called 'superfoods' get a brief moment in the spotlight, only to be quickly replaced by the next big thing. There is one superfood, however, that looks set to gain more attention – Human Food Quality Wild Wrack Seaweed.

Whilst you may initially think of seaweed as the slimy algae that washes up on your local beach, there are actually more than 500 species of seaweed around the British Isles alone.. None are inherently toxic, with some species being particularly suitable for human consumption. Indeed, many scientific studies have shown that Human Food Quality Wild Wrack Seaweed is extremely beneficial for our health.

These Wild Wrack species contain an outstanding balance of vitamins, minerals, phytonutrients and enzymes unlike any other food in the world. They contain the full spectrum of B Vitamins and a complete form of Vitamin E, as well as the minerals calcium, magnesium and potassium – gram by gram of dry weight, they contain approximately 8 times the amount of

calcium as a glass of whole milk! Wild Wrack species of seaweed are rich in antioxidants, are a complete protein, and a source of essential fatty acids including omegas 3, 6 and 9. They are also potent prebiotics, which boost digestive health by contributing to an environment where healthy gut bacteria can thrive.

Perhaps one of the greatest benefits of seaweed consumption is that it is an incredibly rich source of iodine. Iodine plays a vital role in normal thyroid function, which secretes thyroid hormones that form the base metabolic rate in the body. Without iodine, thyroid hormones could not be synergised.

Many people take iodine supplements such as potassium iodide to deal with conditions arising from iodine deficiency, such as abnormal weight gain, impaired fertility or digestive issues, but Wild Wrack Seaweed provides a whole food form that has been shown to be more effectively used by the body. Consuming seaweed carries no risk of iodine toxicity, as can be the case with formulated iodine supplements.

But how do you go about getting safe, high quality seaweed in your daily diet? It's not exactly something you can get at your trip to the local supermarket, however, most health food shops these days will carry at least one type of seaweed product, ranging from whole pieces for the plate to seaweed based supplements. We recommend Seagreens® - all of their products are wild cultivated from the mineral rich waters of the Outer Hebrides, are certified organic and certified free from any known allergens and contaminants. Seagreens have won many awards for their products and the scientific research behind them.

There are many benefits that Wild Wrack Human Food Grade Seaweed offers, including weight regulation, thyroid function and improving sporting performance. Given its vast array of health benefits, it seems like almost everyone could benefit from including some in their diet. ■