

## SEAWEED, IODINE & THE THYROID

Iodine is one of the most important elements and a vital food for the thyroid gland. The thyroid regulates our hormone system, which controls all the key biological functions.

Iodine cannot be made by the body so has to be introduced via food sources. However, much of our soil is deficient in nutrients after decades of chemical based intensive monoculture.

Iodine deficiency has led to many people having thyroid problems, normally hypothyroidism, or an "under-active" thyroid causing under-production of the essential hormone thyroxine.

This reduces normal metabolic activity and causes symptoms such as extreme fatigue, goiter, mental slowing, depression, weight gain, dry skin and hair, sensitivity to the cold and fertility problems.

### Conventional Treatment

Doctors, being trained in pharmaceutical based products, normally recommend supplementing with artificial thyroxine to redress a thyroxine deficiency. However, this approach does not address the cause of the problem which is the bodies inability to produce it's own thyroxine, normally due to a dietary lack of iodine.

This can result in a "dependency" on artificial thyroxine supplementation via pharmaceutical products which can cause side-effects such as palpitations and chest pain (especially in those with heart disease), muscle cramps, sweating, tremors, diarrhoea, restlessness, insomnia and headaches.

### The Natural Way

Seagreens® Iodine+ Capsules and Seagreens® Food Capsules have similar amounts of Iodine per daily dose.

Seagreens® Iodine+ Capsules are a single seaweed (*Ascophyllum nodosum*), whereas Seagreens® Food Capsules are a blend of three seaweeds (*Ascophyllum nodosum*, *Pelvetia canaliculata*, and *Fucus spiralis*).

Seagreens® Food Capsules are blended specifically to have an exceptionally broad nutritional profile whereas Seagreens® Iodine+ Capsules are intended for people who's primary reason for taking them is to ensure an adequate iodine intake.

Seagreens® Food Capsules would normally be the first choice for most people, due to their blend giving a wider nutrient profile, whereas Seagreens® Iodine+ Capsules are an inexpensive way to boost iodine levels.

Seagreens® Iodine+ Capsules do still have an excellent nutritional profile though.

Seagreens® Iodine+ Capsules

60 capsules :: 2 months supply £13.95



**FREE** Mineral Salt (Normally £6.95)

With Your Next Order

Just quote code:

**FMS12**

by telephone on **01293 520460**,  
or in the Gift Voucher box on the checkout page

Expires 31st Jan 2012, maximum one per household

**NEW**

### Seagreens® Organic Mineral Salt

By using Seagreens® Organic Mineral Salt you can prevent excessive salt consumption without sacrificing flavour or nutrition.

Enhance the flavour and significantly broaden the nutritional profile of your food.

The Mineral Salt is a unique 'half & half' combination of Organic seaweed from Seagreens' sustainable harvesting in the Scottish Outer Hebrides, with Soil Association certified sea salt from the Lizard Peninsula in Cornwall, England.

No other natural food has such a complete balance of minerals, trace elements and other micronutrients.

Consumers responded enthusiastically to its introduction at food and health shows in the UK and USA: "lovely flavour"; "just as good as salt & pepper"; "fantastic value".

In addition to 3 awards for the product, the Hebridean Seagreens factory won an award for Excellence in Environmental Sustainability in July 2011 from Scottish Natural Heritage and the Scottish Environmental Protection Agency.

In 2010 the factory was recognised by the Crown Estate, winning its Marine Enterprise Award, and Cornish Sea Salt won a Gold Food Award.

Voted winner **BEST NEW PRODUCT AWARD**, CAM Lifestyle magazine, January 2011

Highly Commended **FREE FROM FOOD AWARDS**, Antony Worrall Thompson, April 2011

Voted **BEST ORGANIC PRODUCT** by readers, Healthy Living magazine, December 2011

90g glass jar

£6.95



## HOW DO SEAGREENS® HELP ME?

### Easy to use in the daily diet

The Seagreens® 100% seaweed product range is easy to use in the daily diet, for culinary appeal, preventive health, therapeutic use, for body care and for animals.

We live in the chemical age at a time of nutrient depletion in modern foods, life is moving faster, stress levels are higher, environmental pollution abounds.

### Seagreens® fill those nutrient gaps in your diet

Modern diets often become over-refined and lack adequate nutrition and variety. Even people and families who place strong



emphasis on preparing home cooked meals from fresh, and even organic ingredients can struggle to obtain adequate nutrients.

By taking Seagreens® daily you ensure your body is receiving a comprehensive range of essential nutrients, both from the Seagreens® itself and from other foods eaten.

Seagreens® aids your digestion by providing the trace elements necessary to help your body absorb more nutrients from your food.

### Seagreens® gentle detoxifying effect helps your body rid itself of stored and newly acquired toxins

Seagreens® have a gently detoxifying effect, slowly, day by day, helping your body rid itself of stored and newly acquired toxins.

### Seagreens® help you maintain optimum health and equips your body to better tackle existing health conditions

Providing your body with an optimum nutritional intake helps the immune system flourish, preventing illness and ensuring a healthy state of energy and vitality.

Seaweed has well-researched and scientifically proven benefits for many specific health conditions.

### Assimilating Nutrients from the Food We Eat

In order to metabolise any single nutrient (for example a protein or a carbohydrate), many other nutrients (for example enzymes, co-enzymes, trace elements) are required for what is a highly complex process.

In the metabolism of a single meal, this picture can be hugely complex, and although the body can manufacture many of the nutrients it needs, this 'manufacturing' also must draw on a vast array of nutrition.

By ensuring the daily presence of all the nutrients - especially the rarer micronutrients - Seagreens® provides an ideal 'foundation' for effective metabolism at the level of the gut.

### Seaweed's Synergistic Effect

Many food nutrients will only 'release' their full potency and value to the body in the presence of other specific nutrients without which they will pass from the body partially or wholly unused.

For example, to make use of protein, requires (among many other nutrients) vitamin B6. But B6 itself requires (among others) vitamin B2 and magnesium. But then again, too little folic acid would hinder our absorption of thiamine (vitamin B1), which would impair our ability to absorb carbohydrate.

### Digestion

Seagreens® special polysaccharides are known to assist the production of beneficial intestinal bacteria and the condition of the gut wall.

There is also good scientific evidence for Seagreens® immune enhancing, anti-viral and anti-microbial properties. Hence this type of seaweed is considered to have "exceptional value" in the natural treatment of Candida overgrowth (Candidiasis) in the intestine.

There are also numerous mechanisms, well supported by scientific research, by which Seagreens® improves circulation and the condition of the blood.

This in turn assists the distribution and uptake of nutrients by the cells - not least because the seaweed provides an almost ideal balance of all the mineral salts in much the same proportions as the body tries to maintain in its own plasma.



### Seagreens® Food Granules

100g Powder :: 3 months supply

£34.95

## WEIGHT REGULATION WITH SEAGREENS®

Seaweed appeared in the newspapers last year when Newcastle University experts proved that alginate, a fibre found in Seagreens®, is more effective than most weight loss supplements in stopping the body from absorbing fat from food.

Amongst its many other benefits Seagreens® can help regulate weight in several key ways:

### 1. Feel Less Hungry

Your body needs certain nutrients to remain healthy and to renew itself on a daily basis. If it needs a specific nutrient or nutrients, it sends hunger signals to the brain until this need is satisfied.

Seagreens® directly provides a wide range of vitamins and minerals, filling any nutrient gaps in your diet. It also contains many trace elements lacking in today's foods which help the body absorb more nutrients from the other foods you eat.

Therefore, because Seagreens® fills your nutrient gaps you become less 'hungry' and are therefore less tempted to snack on inappropriate foods.

### 2. Reduce Your Fat Tissue

Research in Japan (2007, Hokkaido University) and Italy (1999, Pavia University) has shown that antioxidant carotenoid pigments in seaweed significantly reduced fat tissue.

The Italian study claimed significant reductions in hip and thigh measurements and subcutaneous fat and increased blood flow to the epidermis in over 80% of female trial subjects.

### 3. Absorb Less fat from Your Food

In 2010, Newcastle University experts have discovered that alginate, a fibre found in Seagreens®, is more effective than most weight loss supplements in stopping the body from absorbing fat from food.

### 4. Boost your Thyroid activity and Metabolism

Iodine is an essential element for proper thyroid activity and is lacking in most diets. The thyroid helps regulate body weight so a lethargic thyroid lacking in Iodine can lead to weight problems. Seagreens® contains the necessary levels of iodine to redress this imbalance.

The fucose in bladderwrack (one of the seaweeds in Seagreens®) has been found to normalize a sluggish metabolic rate and produce weight loss.

### 5. Benefit from Gentle Detoxification

Environmental pollutants are stored in body fat cells. Weight loss without proper detoxification may lead to these chemicals being released into the bloodstream.

As pollutant levels in the blood rise, the essential thyroid hormones necessary to maintain efficient metabolism, can fall dramatically - called 'adaptive thermogenesis'.

A concomitant reduction in muscle oxidative enzymes which determine how efficiently the muscles use energy, results in energy being stored as fat, creating a vicious cycle - weight loss / rising blood contaminants / loss of oxidative enzymes / increase in fat.

Seagreens® gently detoxifies the blood and body including the detoxification of heavy metals, which both reduces the likelihood of this problem, and increases energy levels so that you are more likely to be active, helping your body achieve more exercise.



Seagreens® Food Capsules

60 capsules :: 1 months supply	£16.95
180 capsules :: 3 months supply	£45.95

Ways to Order			
By Telephone	Please call 01293 520460 with your requirements.	By Fax	Please complete your card details and fax this form to 01293 800411.
By Post	Please complete your card details or enclose a cheque and post this order form to: 4 Springfield Road, Crawley,	Online	at <a href="http://www.oceansofgoodness.co.uk">www.oceansofgoodness.co.uk</a>  You can order and pay direct on our web site. The web site also has comprehensive information on

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2. Choose Your Products	Price Each When you purchase the following quantities:			Qty	Total
	1-2	3-5	6+		

Seagreens® Food Products						
SG004	Seagreens® Food Capsules 60 :: 1 Month	60 caps	16.95	16.10	15.59	
SG005	Seagreens® Food Capsules 180 :: 3 Months	180 caps	45.95	43.65	42.27	
SG006	Seagreens® Food Granules :: 3 Months	100g	34.95	33.20	31.98	
SG007	Seagreens® Iodine+ Capsules 60 :: 2 Months	60 caps	13.95	13.25	12.83	
SG008	Seagreens® Salad & Condiment	50g	8.75	8.49	8.23	
SG009	Seagreens® Culinary Ingredient	200g	14.95	14.20	13.75	
SG015	Seagreens® Organic Mineral Salt	100g	6.95	6.70	6.49	
SG010	Seagreens® Glass Shaker (includes 1 x Culinary Ingredient SG003)	1	19.95	18.95	18.35	
Seagreens® Body Care Products						
SG012	Seagreens® Organic Microgranules	250g	29.00	27.55	26.50	
Seagreens® Pet Products						
SG013	Seagreens® Pet Granules	200g	12.95	12.30	11.91	
SG014	Seagreens® Pet Granules	1kg	49.95	47.45	45.95	
<b>Total</b>						
Delivery - First Class Royal Mail £3 or Second Class Royal Mail £2						
<b>Grand Total</b>						

Ways to Pay	
Credit/Debit Card	We accept Visa, MasterCard, Maestro or Solo cards.  (Please note, we do not accept Electron, American Express or Diners Club cards.)
Cheque	Please make cheques payable to "Oceans of Goodness Ltd".

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