Proven iodine sufficiency for adults and children



Half the population and 76% of girls in the UK lack dietary iodine (1); 80% of women are deficient in pregnancy, associated with congenital abnormalities and low intelligence from an early age in their offspring (2). The WHO regards iodine insufficiency as the greatest cause of preventable brain damage in children worldwide. More broadly, iodine contributes to normal thyroid hormone production and thyroid, nervous system and cognitive function, normal energy-yielding metabolism, and the maintenance of normal skin. Seaweed is the richest source of bioavailable iodine, yet one of the least available minerals in our agricultural soils. Unlike other food sources – eggs, dairy, meat, fish and shellfish - it is vegetable, with a comprehensive nutritional profile. Certain species contain all the minerals and co-factors needed for the proper transport and metabolism of iodine, including iron, selenium, zinc, copper, and vitamins A, B2, B3, B6 and C. There is a plethora of iodine supplements, from common potassium iodide to liquid solutions, and tablets and capsules which incorporate various levels of seaweed or 'kelp'. Seagreens® has distinguished itself over the past 20 years, pioneering the production of our native seaweeds for human nutrition, and conducting independent research on iodine and the thyroid, published in the British Journal of Nutrition. There was no adverse effect on the thyroid, normalisation of TSH (thyroid stimulating hormone), and a known safe level of iodine uptake at about 33% of the total content (3). Seagreens® Iodine+ Capsules have over 10 years' safe use among practitioners and consumers providing at least the dietary 250 micrograms per day (µg/day) recommended during pregnancy and lactation, within a safe WHO upper limit of 17µg/kg body weight or 1000µg/day (2). **Iodine Lite+ is Seagreens' new blend for children**, or adults wishing merely to 'top up' a diet that may only sometimes be iodine sufficient. They "would not exceed the recommended daily intake even if consumed by those with sufficient iodine" says researcher, Emily Combet. This is because the iodine is bound to protein ions and can be 'unbound' as needed, or excreted. Associated research (4) shows Seagreens® to be an effective prebiotic, which helps stabilize and prolong the absorption of its iodine. **Iodine Lite+** contains four of Seagreens® NFS certified, organic wild seaweed species (and nothing else) providing a lower level of 150 micrograms of iodine per capsule, within a well documented balance of all the other nutrients. The vegetable capsules slide open, so the content can be added to a juice or smoothie. Seagreens has published data on its award-winning research, the total composition of its seaweeds, and typical iodine levels across a range of native species. Information and **free booklets for retail staff** from info@seagreens.co.uk or 01444 400403. **www.seagreens.co.uk/iodineplus**

References

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Seagreens Ltd, The Warren, Handcross,
West Sussex RH17 6DX, Great Britain
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