



**PRESS RELEASE
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OCEANIUM launches OCEAN ACTIVES® Fucoidan: A powerful seaweed bioactive with provenance for future of skincare

Sourced from sustainably farmed seaweed from the cold waters of the North Atlantic

Oban, Scotland, Wednesday 17th May

OCEANIUM®, pioneering biorefinery processors of seaweed, has developed OCEAN ACTIVES® Fucoidan, a high-purity marine bioactive ingredient derived from sustainably farmed seaweed which *restores, calms and protects* all skin types.

The marine ecosystem is renowned as a rich source of biological diversity. Seaweed is a remarkably regenerative, resilient and nutrient-rich marine algae. Seaweed has evolved an extensive array of protective and restorative bioactive mechanisms. Fucoidan, a fucose-rich sulphated polysaccharide found in the cell walls of brown seaweeds, is one of these natural defense mechanisms, protecting the seaweed from the harsh environment of the ocean.

OCEAN ACTIVES Fucoidan FSCL50C is a naturally derived luxury ingredient that OCEANIUM is making available to mission-aligned skincare brands. It is a high-purity bioactive with minimum purity of 80%, enabling bioactivity with minimal dosage. Fucoidan restores, calms, and protects all skin types, with benefits comparable to signature, luxury branded ingredients. OCEAN ACTIVES Fucoidan is derived from sustainable seaweed supply farmed in the cold waters of the North Atlantic Ocean and is produced using a green chemistry process. Key benefits include immediate and long-term moisturization, pigment reduction and brightening, a reduction in redness and enhancement of the skin barrier.^{1,2,3,4}

OCEAN ACTIVES Fucoidan is water soluble and non-odorous, allowing for application in a range of delivery systems and formats to promote topical skin vitality activity. It is excellent for use in water-based gels, serums, lotions, and creams, face and body moisturizers, overnight treatments, face masks and after-shave creams and lotions.

Samples are now available for mission-aligned brands seeking to integrate highly efficacious and more sustainable ingredients into their formulations and OCEAN ACTIVES Fucoidan will be commercially available in 2023.

Sustainability and efficacy

Sustainably farmed seaweed provides jobs along rural coastal regions, helps to mitigate ocean eutrophication by absorbing nitrogen and phosphorous, increases biodiversity by protecting nursery grounds and seabeds. Seaweed farms do not need cleared land, fresh water, insecticide or fertilizer.

¹ Pangestuti, R., Shin, K-H., Kim S-K. Anti-Photoaging and Potential Skin Health Benefits of Seaweeds. *Mar. Drugs* 2021, 19, 172. <https://doi.org/10.3390/md19030172>

² R C D Putra, M A Alamsjah, and L Sulmartiwi. Effect of fucoidan concentration from *Sargassum* sp. on skin lotion antioxidant activities. *Earth and Environmental Science*; 441 (2020). doi:10.1088/1755-1315/441/1/012149

³ López-Hortas L, Flórez-Fernández N, Torres MD, Ferreira-Anta T, Casas MP, Balboa EM, Falqué E, Domínguez H. Applying Seaweed Compounds in Cosmetics, Cosmeceuticals and Nutricosmetics. *Mar Drugs*. 2021 Sep 29;19(10):552. doi: 10.3390/md19100552.

⁴ Fitton, J.H., et al. Topical Benefits of Two Fucoidan-Rich Extracts from Marine Macroalgae. *Cosmetics* 2015,2, 66–81. doi:10.3390/cosmetics2020066

OCEANIUM is on a mission to develop and produce high-quality, marine-based wellness and personal care ingredients for brands seeking efficacy coupled with excellent provenance.

Comments

Marissa, Business Development Director at OCEANIUM

“We are thrilled to be launching our first seaweed-derived cosmetic and skincare ingredient – OCEAN ACTIVES Fucoidan. There is increasing consumer demand for sustainable ingredients with provenance that are backed by credible scientific evidence. This is a very exciting step for OCEANIUM, as it provides an excellent opportunity to partner with companies on a novel ingredient. We look forward to working closely with the seaweed farming community and mission-aligned end users to build a sustainable value chain, contributing to environmental, social, and economic change.”

Andrew Ross, Former EVP, Strategy, New Business Development & Integration, Estée Lauder Companies

“Beauty companies are increasingly recognizing seaweed extracts and marine-derived algae as a source of powerful, sustainable bioactives that meet global consumers' desires for both proven efficacy and new standards in sustainability and provenance.”

About OCEANIUM

Founded in 2018 by Karen Scofield Seal (CEO) and Dr. Charles Bavington, (CTO), OCEANIUM's mission is to enable and support the sustainable seaweed farming industry. OCEANIUM has developed an innovative, highly technical biorefinery process that maximises the value of the whole plant, creating products that in are high demand. OCEANIUM's technological developments allow it to purchase and process seaweed efficiently, working with sustainable farmers to stimulate both supply and demand, unlocking a pinch point in the emerging seaweed farming industry and generating significant market returns while contributing to six of the UN's Sustainable Development Goals.

<https://oceanium.world/>

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