

Seaweed Fibre

Seaweed Fibre vs. Seaweed Extract

Seaweed contains various gums and fibre that commodity industries extract for products such as:

- Textiles
- Paper making
- Commercial foods
- Chemical products such as paints, thinners, varnishes, polishes
- Pharmaceuticals.

The extraction processes are not designed to protect vitamins, minerals and the healthy compounds we now know that seaweed contains. Seaweed extracts look like white powder - stripped of all fibre, which means the vitamins, minerals and compounds are also stripped.

Seaweed “extract” on skincare labels is a red flag for a stripped ingredient with few nutrients or health benefits.

Current research on seaweed is clear about its contribution to our improved health, and whole seaweed fibre is the key. Here at Seaflora, we do not extract strip or bleach our seaweeds.

Seaflora is the only skincare company in the world that keeps the fibre in, maintaining the vitamins, minerals, unique compounds and trace elements so that Seaflora skincare can hydrate, moisturize and re-mineralize the face and body.

We work with the whole seaweed and gently prepare it to retain all the exceptional elements contained deep within the plant, making it the richest seaweed skincare in the world.

Keep the fibre in...don't be fooled by seaweed extracts!

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