



ARCTIC VITA

- DIETARY SUPPLEMENT -



As a part of Norwegian Vikings survival kit, seaweed was a great nutritional source in harsh and challenging conditions. The Vikings used it to boost their energy and wellbeing. Thus, Arctic Vita is developed to elevate this vital super food.



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DEVELOPMENT OF SUPPLEMENTS

- MACROALGAE AS HEALTH FOOD

ALGET 2, WORKSHOP # 2 - BERGEN, NORWAY
21.01.20



WHY DID THE VIKINGS CONSUME SEAWEED?



The Vikings viewed seaweed as a very valuable food source to increase their energy and well-being.



As part of the Vikings' survival kit, seaweed were a great nutritional source under harsh and challenging conditions.



Same basic needs today? Our biology has not changed that much...





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MY STORY – SJØBJØRG

- SjøBjørg AS (SJØBJØRG OF NORWAY) was established on Hitra, Norway in 2016
- Our aim is to produce premium seaweed products to maintain good health.
- SJØBJØRG means: *An aid from the ocean*
- Experienced team, 20 years seaweed experience.



Hitra 





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COLLABORATION AND SUPPORT

SjøBjørg has received valuable grants to explore new business opportunities within the seaweed industry and in cooperation with our partners/scientist at both SINTEF and NTNU we will be able to develop a line of products, with high emphasize on for example Vegans and other consumers groups in the global market. SjøBjørg plans to present another two new products in 2020.



SINTEF is one of Europe's largest independent research organisations.



Norwegian University of Science and Technology



SEAWEED - A FANTASTIC RAW MATERIAL

- Seaweeds are nutritious plants that can be grown and harvested in the sea, and are used as food or ingredient in many different products.
- Seaweed is rich in carbohydrate, protein, minerals and other bioactive components.
- Seaweeds contain more vitamins and minerals than all land-based plants.



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Photo from Dansk Tang



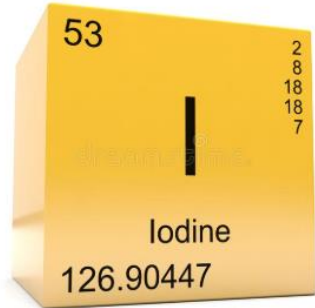
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POSSIBILITIES

SEAWEED – NATURAL IODINE

According to a research by University of Glasgow in Scotland:



- Potassium iodide (often added into salt) peaks and quickly excreted from the body whereas
- Seaweed natural iodine (*Ascophyllum nodosum*) is more gradually absorbed by the body

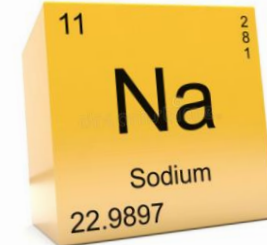
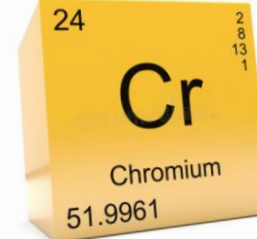
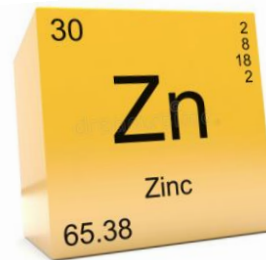
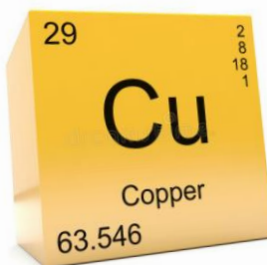
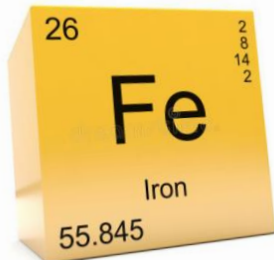
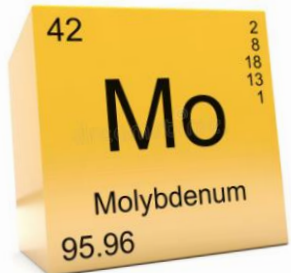
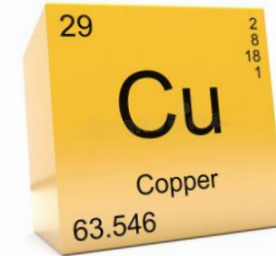
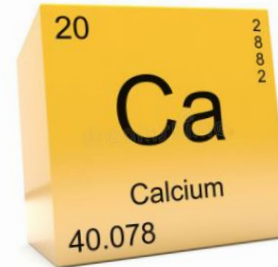
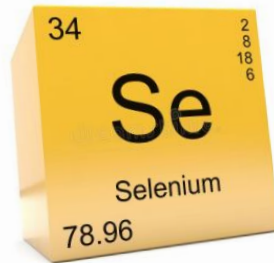
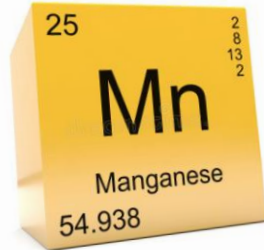
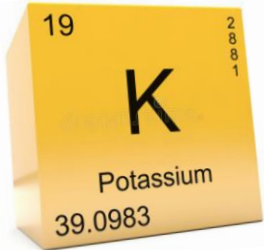
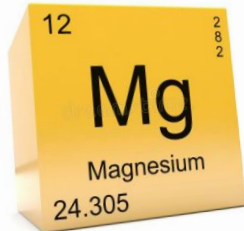
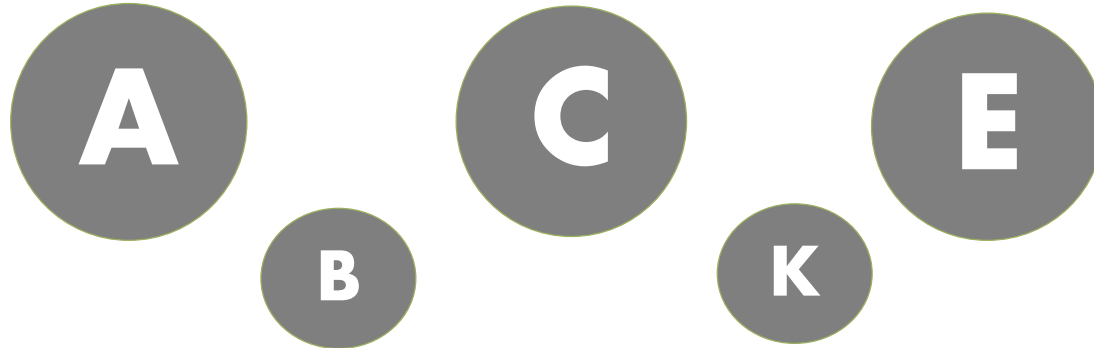
IODINE DEFICIENCY

- is getting more and more common / global problem?
- Serious problem in some countries



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SEAWEED – FANTASTIC INGREDIENTS



SEAWEED FOR OUR HEALTH AND BEAUTY



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METABOLISM: Iodine contributes to healthy energy metabolism.



CARDIOVASCULAR HEALTH: Vitamin C contributes to collagen formation for the normal function of blood vessels. Vitamin C works against oxidative stress.



IMMUNE SYSTEM: Vitamin A & C contribute to the normal function of the immune system.

1 capsule of Arctic Vita covers 95% of recommended daily intake of iodine.

SEAWEED FOR OUR HEALTH AND BEAUTY



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SKIN: Iodine and Vitamin C contribute to maintenance of normal skin. Vitamin C supports collagen formation.



DIGESTION: Rich in seaweed fiber for healthy digestion and normal bowel function.



MIND/NERVOUS SYSTEM: Iodine contributes to normal cognitive function. Iodine and vitamin C contribute to normal function of the nervous system.

1 capsule of Arctic Vita covers 95% of recommended daily intake of iodine.



SEAWEED – FANTASTIC INGREDIENTS

ARCTIC VITA is vegan friendly & can have a lot of health benefits:



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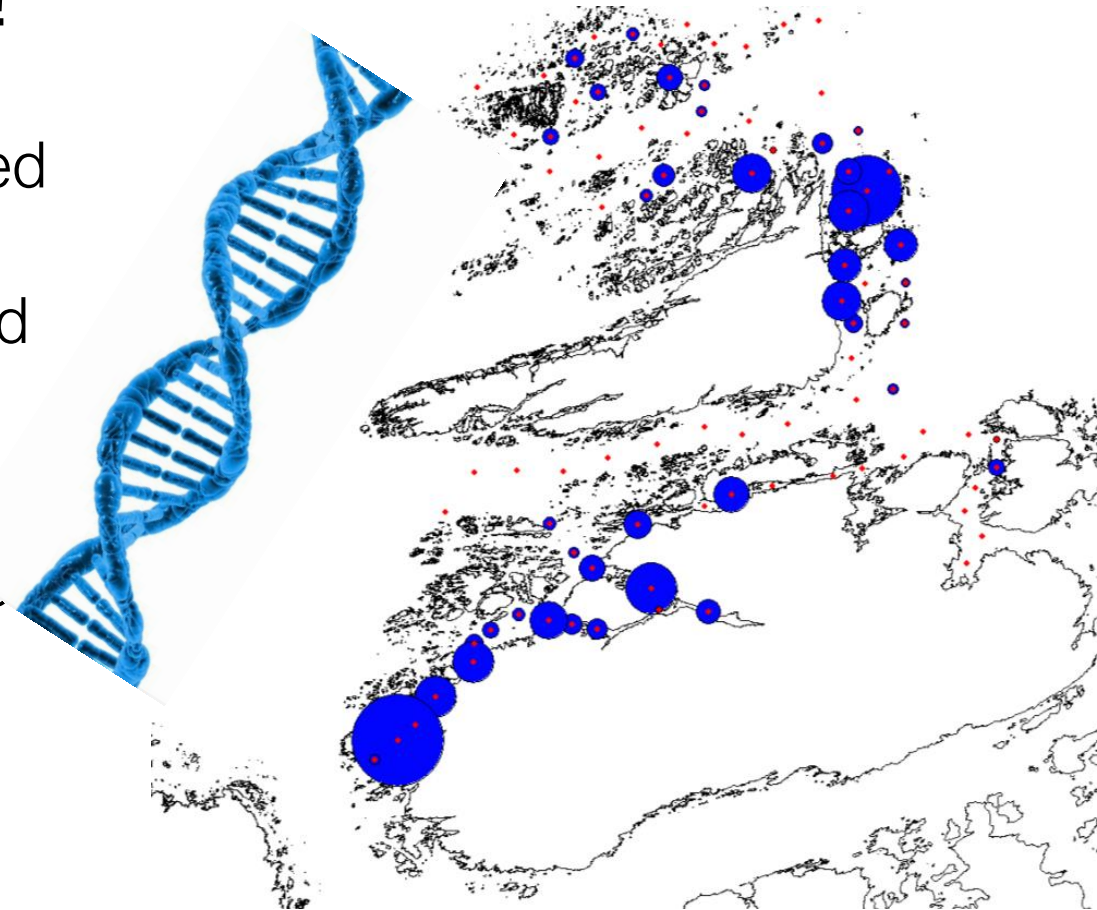


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SUSTAINABILITY IS OUR PRIORITY!

From raw materials to final packaging!

- naturally pure sustainably handpicked seaweed
- from the magnificent Norwegian ocean around Frøya & Hitra
- GPS & DNA for traceability and quality monitoring
- 100% recyclable packaging





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UN SUSTAINABILITY GOALS



ARCTIC VITA - OUR PRODUCT



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- pure Norwegian seaweed
- eco-friendly
- sustainable raw material
- vegan
- without additives
- custom made packaging
- refill packages
- natural iodine: 95% of RDI in one capsule
- rich in fibre and vitamins A, C, E that contribute to healthy energy, fat burn, digestion, immune system, skin and mind.





THIS IS WHAT OUR CUSTOMERS SAY:

- "After starting daily intake of ALGAE CAPSULES, my energy level has increased and the periods of fatigue have shortened. Can safely recommend the product to everyone
- Regards, MS-patient (59)"

- "Helps me in the fight of Irritated Bowel Syndrome (IBS)"
- "Increases my energy level and wellbeing"
- "My hair grows better and is becoming thicker, and my eyebrows are back"
- "My sugar cravings have disappeared"
- "I sleep much better now"



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BE LIKE THE VIKINGS

Nourishing yourself with natural and sustainable seaweed.

Make your body thrive and express an overall natural beauty from the inside out!



©getty, Shaun Botterill



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THANK YOU & ENJOY YOUR DAY!

CONTACT INFO

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