

Alaska Sugar kelp  
*Saccharina latissima*



Zero Waste



Pristine Clean



Total Traceability



Climate Resilient



Made in America

## What It Is

All-natural skin hydration & protection

### FUCOIDAN AND LAMINARIN

Complex polysaccharides naturally present in kelp protect skin from environmental stressors like dehydration and UV radiation

### MULTIFUNCTIONAL BIOACTIVE

Power up your formulation lineup with serums, moisturizers, toners, masks & more

## What It Does

Clinically proven to hydrate, soothe & brighten

### MAXIMIZES HYDRATION

Forms a breathable moisture-binding layer to help protect and replenish skin

### IMPROVES APPEARANCE

Leaves skin looking and feeling softer, smoother & more luminous

### DELIVERS ANTIOXIDANT BENEFITS

Helps defend against free radicals and other external stressors

## Surface the Evidence



33 participants (18-45yrs)  
3% usage

# Big Kelp Hydration™

**INCI:** Laminaria Saccharina Extract, Glycerin, Sodium Benzoate

**SOLUBILITY:** Water

**USAGE:** 2-4%

**APPEARANCE:** Liquid

**COLOR:** Pale to amber brown

**COLD PROCESS  
& HOT POUR  
READY**

80%

improvement in skin hydration

26%

immediate boost in skin barrier function

up to 24hrs

of significant & lasting benefits



# macro oceans

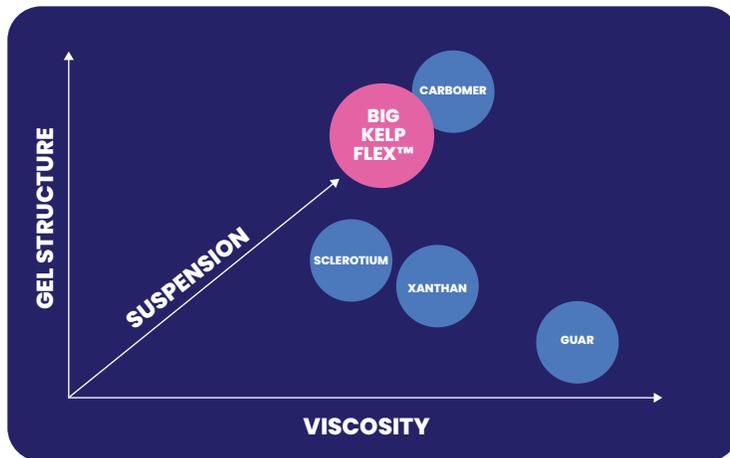


We transform 100% traceable kelp into potent marine bioactives and innovative materials - brilliantly designed for beauty and beyond.

## Big Kelp Flex™

**INCI:** Cellulose (Proposed)  
**SOLUBILITY:** Water  
**APPEARANCE:** Granular powder  
**COLOR:** White/off-white

FORMULA TYPE	USAGE W/W%
Aqueous Gels (incl. conditioners)	0.5%-1.0%
O/W Emulsions (incl. conditioners)	0.3%-1.0%
O/W SPF Emulsions (incl. sprays)	0.4%-0.7%
Suspension	0.5%-1.5%



### What It Is

All-natural, up-cycled, super absorbent polymer - 100% derived from kelp

#### SEAWEED CELLULOSE FIBERS

A pure natural fiber that's longer and thinner than other plant-based fibers, resulting in super absorbance & the ability to create unique visco-gel structures

#### MULTIFUNCTIONAL, HIGH PERFORMANCE

Whether you want to suspend particles, modify rheology or create incredible textures, our natural polymer can solve your product texture and stability needs

### What It Does

Perfect for superior low viscosity suspensions, rheology modification, textures & emulsion stability

#### SYNTHETIC-CLASS WATER ABSORPTION

Can hold ~600x its weight in water, on par with best-in-class synthetics

#### SUPERIOR SUSPENSION

Creates a structure strong enough to hold heavy particles like zinc, titanium, mica & color pigments, even in low-viscosity systems

#### VELVETY, QUICK ABSORBING SKIN-FEEL

Optimized, rheology profiles create an excellent quick-break skin feel without the tackiness

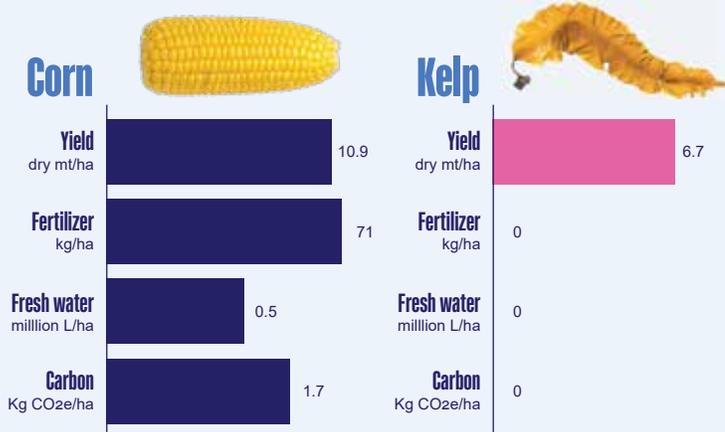
### Water Absorbency



# WHY KELP?

## Sustainable Sea Science

Grown with no land, no irrigation, no fertilizer, no pesticides. Just pristine ocean energy and time.



## From Sea to Soil



Macro Oceans proudly partners with OceanMade to make plantable seed-starters made from seaweed & recycled organic fibers

## Super Sea Food



Coming Soon - Clean-label alginate solutions help you achieve your food-texture goals. From creamy to frothy, your products stay in perfect form

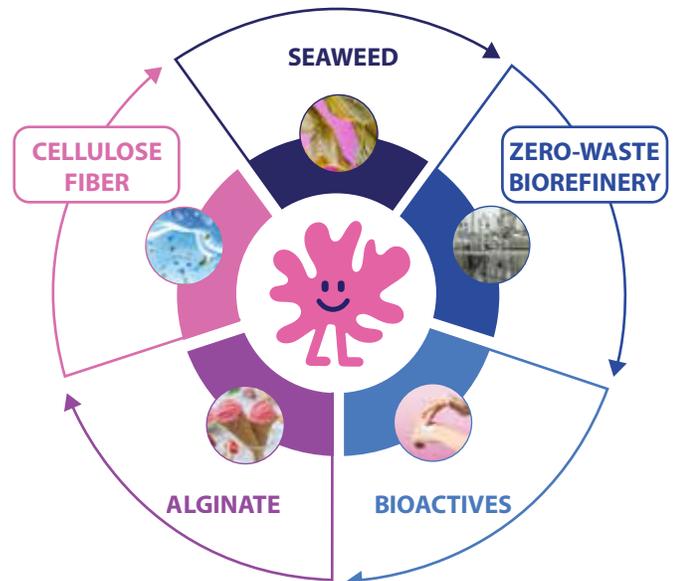
## Supports Fishing Community

Alaska Ocean Farms is a family-owned premier regenerative seaweed farm based in Kodiak, AK since 2017.



## Zero Waste Processing

Big Kelp Hydration™ and Big Kelp Flex™ is made from sustainably harvested kelp using green chemistry in Sacramento, CA, manufacturing facility.





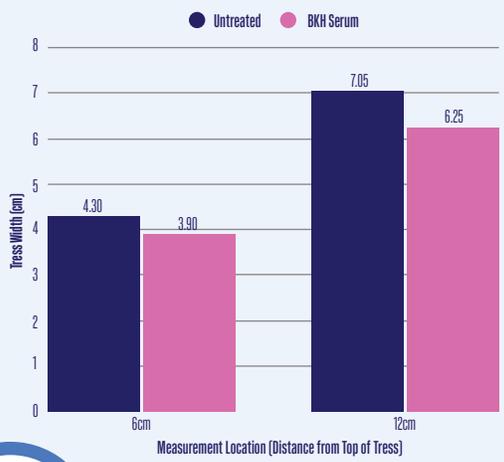
# ANTI-FRIZZ & STATIC

## HAIR CARE DATA

# Big Kelp Hydration™



Serum Effect of Frizz/Static Reduction

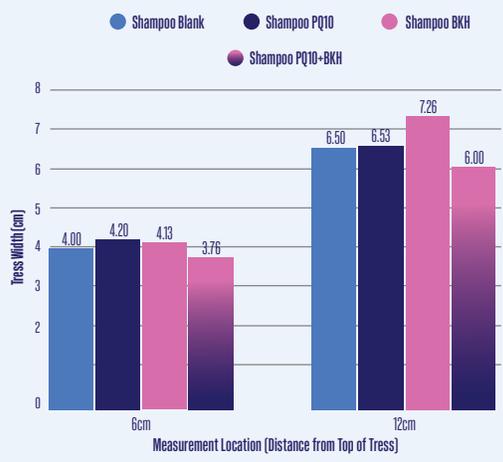


**3%**  
usage level

Average Frizz Reduction: 10.50%



Shampoo Effect of Frizz/Static Reduction



Average PQ10+BKH Frizz Reduction: 7.60%

## Key Benefits

### FUCOIDAN

- Helps reduce frizz, static, and manageability issues
- Supports scalp barrier function
- Improves hair fiber hydration & elasticity

### LAMINARIN

- Lightweight film for fiber cohesion and strength
- Decreases inflammatory responses in scalp
- Enhances fiber flexibility & manageability

## BKH Scalp Serum

A refreshing and fast-absorbing leave-on scalp serum designed to balance hydration, support the appearance of scalp barrier function, and promote the appearance of a healthy scalp microbiome.

Big Kelp Hydration™ at 3% combines with Niacinamide, Caffeine, and Botanical Oils for an invigorating and soothing treatment.

