



SEA BUCKTHORN BERRY - THE INGREDIENT TO WATCH

Sea Buckthorn Berry also known as Sea Berry is a tart, orange colored grape-sized berry, which grows in Europe, Asia and North America. This superfruit has been receiving attention for its healthful and nutritional properties including antioxidants, Omega 3, 6, 7, 9 and vitamins A, K, E, C, B1 and B2. When ingested, it reportedly aids in digestive-health and heart-health and when used topically, it aids in wound and skin care. The most popular form of Sea Buckthorn is as a dietary supplement in an oil or gel cap. The super berry has garnered a lot of attention because of Dr. Oz's endorsement as a natural weight loss agent. China was one of the first countries to pioneer the use of Sea Buckthorn in juices. It is also available in tea as well as an ingredient in skin and hair care products. US consumer packaged goods manufacturers are just beginning to capitalize on the benefits of Sea Buckthorn with a handful of interesting products.

Imbibe: To quench your thirst and be healthy, **ALO** drink introduced **Escape - Aloe Vera + Pineapple + Guava + Seabuckthorn Berry** while **Bazi's Natural Energy Shot** is formulated with a Phyto8 blend of superfruits: jujube, blueberry, goji, chokeberry, raspberry, pomegranate, açai, and sea buckthorn. **Gloji** "the juice that makes you glow," features a **Seaberry + Goji** blend and in the UK, **Pep** offers a **Sea Buckthorn and berry juice drink**. According to the company "the ripe berries of Sea Buckthorn contain more than 190 varieties of bioactive substances, of which 106 occur in the berry oil." For a cup of tea there is **The Republic of Tea Sea Buckthorn Green Tea** or **Tea Haven Organic Sea Buckthorn Berry Tea**.

Apply: Also known for its anti-aging, anti-microbiological and anti-inflammatory properties, Sea Buckthorn Berries are appearing in skin and hair care products. **Sibu Beauty** offers a range of twelve products based on the ingredient including facial cleaners, creams, serums and dietary supplements. **Weleda Sea Buckthorn** is offered in hand cream, body wash, body lotion and body oil and **Fresh** has a **Seaberry Restorative Body Cream**. For children, **Balmers Monkey Balm with Organic Sea Buckthorn Oil** helps relieve dry skin and eczema and **Kadria Skincare** offers **Baby Balm with Cocoa Butter and Sea Buckthorn**. **SB Sea Berry Natural Health & Beauty** carries a hair care line available in a treatment oil, hair cream and hair mask. In Canada, **Mont Echo Naturels** specializes in 100% Canadian-grown Sea Buckthorn and formulates seven personal care products such as crème cleanser, soothing mist and lip treatment based on their Sea Buckthorn seed and fruit oils. They also have a retail shop, **Mont Echo Interpretive Centre & Boutique**, which offers hand-picked Sea Buckthorn tea and Sea Buckthorn sorbet.

Watch as Sea Buckthorn Berry gains superfruit status and consumer packaged goods manufacturers continue to capitalize on its benefits and launch functional flavored and fragranced products.

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