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Press Release Distribution Report

April 28, 2026

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United Kingdom

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Distribution Report

The Moss Way Redefines Clean Living with Wild Atlantic Irish Sea Moss Gel

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Your Submitted Press Release

LONDON — In an era where wellness shelves are crowded with pills, powders, and products that bury their origins in small print, one British brand is doing things differently. The Moss Way, a premium UK-based wellness company, has built its entire philosophy around a single, ancient, scientifically validated ingredient: Irish sea moss — specifically *Chondrus crispus*, hand-harvested from the wild Atlantic waters off the west coast of Ireland.

What sets The Moss Way apart is not just what goes into its jars of sea moss gel — it is the radical transparency behind every batch. At a time when "organic" and "natural" have become hollow marketing phrases, The Moss Way backs every claim with independently verified lab results from nine separate laboratories, publicly available to any customer who asks. More information can be found at <https://www.themossway.co.uk>.

Why Irish Moss? The Science Behind the Seaweed

Irish moss — the common name for *Chondrus crispus*, the red algae found growing along the rocky Atlantic coastlines of Ireland, Scotland, and parts of North America — has been used as a food and folk remedy in coastal communities for centuries. Irish communities historically used it to create a nourishing drink during periods of food scarcity, and Caribbean cultures have long incorporated it into tonics for vitality and recovery.

Modern nutritional science has begun to catch up with this ancestral knowledge. Research published in peer-reviewed journals has confirmed that sea moss contains a significant array of essential minerals including iodine, magnesium, potassium, calcium, zinc, and iron — nutrients that play foundational roles in thyroid function, electrolyte balance, immune response, and cellular health. It is also notably rich in carrageenan, a naturally occurring polysaccharide that gives Irish moss gel its characteristic texture and has been studied for its potential prebiotic effects on the gut microbiome.

Crucially, The Moss Way is careful not to exaggerate. Unlike some brands that repeat popular but unsubstantiated internet claims, the company focuses its messaging on what lab analysis and published research actually support: iodine for thyroid health, zinc and antioxidant compounds for immune support, soluble fibre for digestive comfort, and a naturally occurring vitamin and mineral profile that complements a balanced diet.

"We're not here to oversell sea moss," says a spokesperson for The Moss Way. "We're here to give people access to a genuinely nutrient-dense whole food that has been trusted for generations — and to make sure every jar lives up to that promise."

The Cold-Water Difference: Why Sourcing Matters More Than You Think

Not all sea moss is created equal — and the growing demand for Irish moss gel has given rise to a market flooded with inferior substitutes. Much of what is sold as sea moss today

is either pool-grown in tropical waters (where warm, controlled conditions produce a seaweed with a notably different nutritional and structural profile) or is a different species entirely, misrepresented under the sea moss umbrella.

Authentic *Chondrus crispus* grows in cold, high-energy Atlantic waters — conditions that stress the plant into developing a dense network of bioactive compounds, minerals, and protective antioxidants. The Moss Way sources exclusively from wild, hand-harvested stocks along Ireland's Atlantic coast, where the seaweed grows in its natural habitat without artificial inputs.

This commitment to origin is not merely philosophical. Lab testing has confirmed that wild Atlantic *Chondrus crispus* carries a nutritional fingerprint that pool-grown alternatives cannot replicate. By publishing these results openly and sourcing from traceable Irish coastal communities, The Moss Way is also supporting sustainable harvesting practices that protect the marine ecosystem and preserve a centuries-old coastal livelihood.

Handmade to Order: The Artisanal Sea Moss Gel Standard

Every jar of sea moss gel produced by The Moss Way is handmade in the UK in small batches, to order. This is a deliberate choice that flies in the face of the mass-production model dominating the supplement industry. Where commercial products are often manufactured months in advance and rely on artificial preservatives or fillers to extend shelf life, The Moss Way's gels are freshly prepared, with a refrigerated shelf life of three weeks from production — reflecting the brand's uncompromising commitment to keeping sea moss gel as close to its natural state as possible.

The product range currently includes The Original Moss, The Turmeric Moss, The Elderberry Moss, and The Moringa Moss — each formulated around a wild Irish sea moss base and enhanced with complementary functional botanicals. Turmeric brings anti-inflammatory curcuminoids to the blend. Elderberry adds a concentrated dose of anthocyanin-rich antioxidants. Moringa delivers a broad spectrum of vitamins including C, A, and a range of B vitamins. Each combination is designed to amplify the foundational benefits of sea moss gel with botanicals that have their own evidence-backed wellness credentials.

For those who prefer a more convenient format without sacrificing quality, The Moss Way also offers Irish Sea Moss capsules — wild-harvested *Chondrus crispus* in precise, portable form, including the Magic Moss and Mighty Moss blends designed to address specific wellness goals.

Nine Labs, Zero Guesswork: The Transparency Benchmark

In an industry where self-certification is the norm and third-party testing is treated as optional, The Moss Way has made independent verification a cornerstone of its brand identity. Every batch of Irish sea moss gel is tested by nine independent laboratories — analysed for heavy metal content, microbiological safety, nutritional composition including vitamins, amino acids, polysaccharides, polyphenols, flavonoids, and plant hormones.

These results are not buried in a footnote. The Moss Way makes them available publicly, establishing a standard of transparency that challenges every other brand in the UK sea moss market to do the same. In an environment where consumers are increasingly demanding to know exactly what is in their supplements, this approach is both commercially smart and ethically necessary.

The company is also certified organic and operates with 100% plastic-free packaging — aligning its environmental commitments with the values of the health-conscious consumer who understands that personal wellness and planetary wellness are inseparable.

Real People, Real Results: What Customers Are Experiencing

Beyond the science and the sourcing, perhaps the most compelling evidence for The Moss Way's products comes from the people who use them consistently. Across the brand's verified customer reviews, recurring themes emerge: improved skin clarity, reduced bloating, more stable energy levels, better gut comfort, and a noticeable difference in hair condition and nail strength — typically reported within the first three to six weeks of daily use.

Customers with IBS have reported significant reductions in flare-ups after incorporating Irish sea moss gel into their daily routine. Others managing hormonal fluctuations, chronic fatigue, or persistent skin concerns have described The Moss Way's products as the first supplement in years that has made a perceptible difference. Several reviewers are on their third or fourth purchase — in the supplement world, that level of customer retention speaks more loudly than any headline claim.

The versatility of the sea moss gel format also resonates strongly with health-conscious consumers who are moving away from synthetic pill regimes. The Moss Way's gel can be stirred into morning smoothies, blended into hot teas, incorporated into cooking, or applied topically as a nourishing skin and hair mask — offering a flexibility that single-format supplements simply cannot match.

A New Category Standard for the UK Sea Moss Market


The UK sea moss market has grown significantly over the past three years, driven by social media wellness culture, the rise of plant-based diets, and a broader consumer shift toward whole-food supplementation over synthetic alternatives. But rapid growth has also attracted opportunistic brands prioritising margins over integrity.

The Moss Way's approach — wild harvest, artisanal production, nine-lab verification, organic certification, and plastic-free delivery — represents a comprehensive answer to the quality problem that has begun to undermine consumer confidence in the category. It is a model that prioritises the long-term trust of its customers over short-term volume, and it is resonating.

For health enthusiasts, integrative wellness practitioners, and anyone seeking a genuinely clean, traceable, and scientifically credible source of Irish sea moss and sea moss gel in the UK, The Moss Way is setting the standard against which others should be measured.

About The Moss Way

[The Moss Way](#) is a premium UK wellness brand specialising in organic, wild-harvested Irish Sea Moss (*Chondrus crispus*). Sourced directly from the pristine west coast of Ireland, their products are vegan-friendly, sustainably harvested, and crafted with a nature-first approach. The Moss Way's full product range — including Original, Turmeric, Elderberry, and Moringa sea moss gels, along with capsule blends — is available exclusively at www.themossway.co.uk. All products feature publicly available, independent lab certification and are shipped in 100% plastic-free packaging.

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