



Cert ISO 13485:2003
MD 92931

SeaCell Socks™



Medi-Direct International Newsletter
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Dear Colleagues,

The recent staging of the 2010 Winter Olympics in Vancouver has inspired us to introduce a healthcare product that is ideal for sporting purposes, whilst also having much wider therapeutic and medical applications. In accordance with our principles, any new product would need to be completely natural and also innovative, allowing it to appeal to both sporting and non-sporting consumers. We believe we have found such a product. The name of this product is SeaCell Socks.

As the name suggests, SeaCell socks contain a natural, renewable ingredient derived from the oceans: seaweed! Seaweed is added to the Lyocell fibre of the socks for a very good reason; it absorbs beneficial vitamins, minerals and trace elements present in seawater. This makes seaweed ideal for medical and cosmetic applications. In cosmetic products seaweed helps to activate the skin cell metabolism, ensuring that the skin remains fresh, firm, and smooth. In medical applications seaweed is regularly used to accelerate the healing of skin inflammations caused by infections or allergic reactions.

SeaCell socks are in fact designed by a former Olympian. His vision was to create a range of performance socks made from innovative yarns that would aid sports practitioners through supreme comfort and coolness. He believes most athletes will choose their own favourite model of sock, as athletes are known to be superstitious and wear the same pair of socks for good luck, every time they compete! (Source: <http://bit.ly/4xrwCz>)

The Power of the Sea

SeaCell Socks can help with more than just athletic performance. SeaCell Socks are constructed from a unique Lyocell fibre. These textile fibres have a porous, open structure which has the benefit of allowing humidity to pass through the fibre in both directions. Consequently, SeaCell Socks absorb what your skin expels whilst also transferring the beneficial elements contained in the seaweed back to your skin. Best of all, a special manufacturing process means that the seaweed is permanently incorporated into the fibre. So, even after repeated laundering, SeaCell Socks will continue to transfer the beneficial properties of the seaweed to the wearer.





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Antibacterial Effects of Silver

SeaCell Socks are also enriched with pure silver. Silver has been known to have antibacterial properties since ancient times. The positively charged silver ions within the fibre have a naturally antibacterial and antimicrobial effect, inhibiting microbe growth on the skin and therefore guarding against odour and discomfort. The antimicrobial properties of the fibre have been confirmed by tests carried out at the Hohenstein Institute of Germany as well as trials at the University Hospital of Jena (source www.smartfiber.de). All this results in a fabric that neutralises odours and keeps feet feeling wonderfully fresh and clean.



SeaCell Socks and Diabetes

SeaCell Socks have multiple benefits for those suffering from the symptoms of diabetes. With diabetes, arteries can become rigid and blocked and fail to bring adequate blood, oxygen, nutrients and medications to injured areas of the body. Poor circulation in diabetics contributes to numerous problems occurring in the legs and feet, such as slow healing of injuries, bruising and damage to the arteries and nerves. SeaCell Socks are non-compressive and non-elastic, allowing proper circulation and preventing blood pooling in the feet. A unique knit top means the socks stay up without tightness, binding or marking, whilst the Lyocell fibre gives the socks an ultra-soft handle.

Another condition that commonly accompanies diabetes is Neuropathy, in which nerves in the feet and legs are damaged, resulting in a lack of feeling and numbness. With these conditions it is easy for cuts, blisters or sores to go unnoticed. Inadequate footwear can either cause or exacerbate such problems, which may then develop into calluses or ulcers and become infected. In fact, about 1 in 6 people with diabetes will develop a foot ulcer during their lifetime (<http://www.medscape.com/viewarticle/541979>). SeaCell Socks are therefore designed to fit closely, but comfortably, in order to reduce pressure and the possibility of rubbing or chafing that might lead to abrasions on the feet. SeaCell Socks are also seamless to further enhance comfort and minimise the risk of damage to the skin.

Finally, the blisters, sores and foot ulcers to which diabetics are prone can be aggravated by excess moisture. This moisture can increase friction and further irritate blisters and ulcerations. It can also act as a breeding ground for infection-causing bacteria. When blood sugar frequently goes above 250 mg/dL, white blood cells, which fight infections, become sluggish and infections become more difficult to control. SeaCell Socks, with their porous and breathable Lyocell fibre, control moisture levels, and help lower the risk of infection.