

# BEAUTY Counter *blog*

NATURAL BEAUTY

## A Seaweed Serum For Summer And Beyond

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It's always been our firm belief that the creams, lotions, and concentrates we pat onto our complexion are only as good as the ingredients they're made with, which is what turned us onto [Seaflora](#). A boutique line of face and body care made with high quality, USDA certified organic seaweed—the Dom Pérignon of marine algae, if you will—the British

Columbia-based brand sources over 700 varieties of the slimy green stuff from the Juan De Fuca Strait, one of the most ecologically pristine and nutrient-rich areas of Canada's west coast. Founder Diane Bernard originally intended to harvest the locale's prized seaweed for culinary purposes, but once she discovered its myriad health benefits she opted to go the beauty route (lucky for

us). Bernard now produces stunningly crafted products like the [Potent Seaweed Serum](#), which as the name implies, is loaded with vitamins, amino acids, beta carotene, and minerals to help firm and renew tissues, increase cellular membranes, and keep skin youthful and dewy. The elixir goes on incredibly light and sinks right in, making it a perfect primer under makeup, or when you want a subtle sheen that won't turn sticky in the humidity.

—Kari Molvar

tags: Seaflora, Skincare

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