



Beauty By The Sea Oban

Algae Industry Day

SEPTEMBER 23rd
AND 24th 2025

Beauty By The Sea

Date: September 23rd, and 24th 2025

Location: Scottish Association for Marine Science (SAMS), Oban, Scotland

Presented in Partnership By:

- The Canadian Cosmetic Cluster
- SAMS & SAMS Enterprise
- Pacific Seaweed Association
- Canadian Seaweed Network
- UK Cosmetic Cluster

Cost For UK Companies – £250

Cost For Canadian/ International Companies - \$500

The Canadian Cosmetic Cluster, in partnership with the UK Cosmetic Cluster, proposes an exclusive, industry-focused event to be held at the Scottish Association for Marine Science (SAMS) and SAMS Enterprise in Oban, Scotland. This two-day event, with an optional third day for exploration, will bring together stakeholders from the cosmetics, fashion, pharmaceutical, and wellness industries to explore the latest innovations in aquaculture biotechnology, particularly focusing on the transfer of macro and micro-algae applications for sustainable event will feature expert-led presentations, discussions, and networking opportunities, culminating in a series of site visits to seaweed farms and research facilities. This initiative aims to highlight the importance of aquaculture as a driver for sustainable innovation and promote international collaboration in the blue economy, with a focus on practical applications in cosmetics, fashion, and pharmaceutical sectors. Scotland's aquaculture industry is one of the most advanced and vital in Europe, contributing significantly to both the national economy and global sustainability efforts. In 2021, Scottish aquaculture produced approximately 180,000 tons of farmed fish, including Atlantic salmon, trout, and shellfish, making Scotland the largest producer of farmed Atlantic salmon in the European Union and the third-largest globally (Scottish Aquaculture, 2022).

This production represents a value of £1.8 billion, with exports reaching over £500 million, primarily to key markets in the European Union, the United States, and Asia (Scottish Government, 2022). The salmon farming sector alone accounts for over 70% of the total value of Scottish aquaculture, underscoring its critical role in the sector's success (Scottish Aquaculture, 2022) Seaweed, with both wild harvesting and sustainable cultivation expanding. In the near future projections suggest it could generate over £70 million annually by 2040, driven by demand in food, packaging, and pharmaceuticals. Scotland's commitment to sustainable aquaculture is also reflected in its innovative approaches to environmental stewardship. The country has implemented rigorous regulations and best practices to ensure that aquaculture production maintains high environmental and welfare standards. The industry is continually working to reduce its carbon footprint, with a focus on sustainable

feed ingredients and improved farming methods. The Scottish aquaculture sector is also expanding its research and development capabilities, particularly in the realm of biotechnology. For example, Scotland is a leader in research on seaweed farming, with significant interest in the potential for macro and microalgae in a variety of industries, including cosmetics, pharmaceuticals, and bio-based materials. Seaweed is an increasingly sought-after resource due to its use in sustainable packaging, and its bioactive properties for health and beauty applications (Scottish Government, 2022). Moreover, Scotland's strategic location and infrastructure make it an ideal hub for international collaboration in the development of aquaculture-related biotechnologies.

Objectives

When Canada and Scotland team up over seaweed, big things happen. This partnership is more than just a cross-border handshake — it's a deep dive into business development, ocean innovation, and sustainable product creation that benefits both sides of the Atlantic. At the heart of this collaboration is a shared belief: macro and microalgae aren't just marine marvels — they're future-making ingredients. From skincare actives to next-gen bioplastics, from fashion fibers to functional foods, seaweed is proving it can do it all. And as demand for sustainable, traceable, and planet-friendly materials continues to rise, both countries are riding the wave — together.

Leading the Canadian delegation is the Pacific Seaweed Association, headed by its dynamic founder Mark Smith, who will accompany a group of innovative Canadian companies to Oban. Together, they'll showcase Canada's growing leadership in seaweed-based innovation — from ingredient development to regenerative aquaculture technologies. This is a chance to see Canadian creativity and scientific expertise in action, and to spark new cross-border partnerships rooted in the blue economy. Oban, backed by the powerhouse that is SAMS (Scottish Association for Marine Science), is quickly making a name for itself as a global hotspot for aquaculture innovation. This event will put that visibility into overdrive, giving Scotland's west coast the spotlight it deserves. For investors and international partners looking for the next big thing in marine sustainability — Oban is the place to watch.

But this isn't just about science. It's about sparking real, meaningful industry collaboration. Throughout the event, participants will rub shoulders with biotech brains, beauty brand builders, algae entrepreneurs, and researchers — all ready to team up, trade ideas, and co-create the next big thing in blue innovation. These conversations? They're where the magic happens — leading to fresh products, bold research directions, and scalable solutions that go beyond the lab.

Beauty By The Sea – Event Structure

Day 1: The Science of Seaweed

Morning Session

9:00 AM – 9:30 AM – Registration & Welcome Coffee

Informal networking and refreshments as participants arrive.

9:30 AM – 10:00 AM – Opening Remarks

Welcome speeches from regional partners

- Nick Owens, Director of SAMS
- Christine Rolins - Blue Economy Specialist in Highlands and Islands Enterprise
- Frazer Coupland, CEO of West Highlands Chamber of Commerce

10:00 AM – 10:20 AM – Seaweed Solutions x WWF - Francesca Batt

A short insight into why regenerative aquaculture and seaweed innovation are rising stars in the world of sustainable investing.

10:20 AM – 11:00 AM – *The Business of Seaweed* - Margarita Sidorova

The Global Seaweed Economy: Business Models, Trends & Barriers to Scale

A full briefing on the business landscape, export opportunities, investment flows, and product development goals for business success.

11:00 AM – 11:45 AM – Oceanium - Neil Waslidge

Unlocking the Potential of Seaweed-Derived Ingredients for Wellness & Skincare. OCEANIUM is a UK-based, purpose-led biotech company harnessing the power of sustainably farmed seaweed to create high-performance, planet-friendly ingredients for health, beauty, food, and materials. Using proprietary green and circular biorefinery technology, OCEANIUM extracts maximum value from cultivated *Saccharina latissima* (sugar kelp), producing a portfolio of science-backed, bioactive ingredients. This includes OCEAN ACTIVES® C+, a potent and natural extract which is clinically proven to reduce skin redness by 96%, whilst promoting healthy microbiome.

11:45 AM – 12:30 PM – Policy to Prototype: Leveraging Sustainable Blue Economy Calls for Grant-Backed Pilots. Dr. Ambrosio Pagaran

EU blue-economy calls now fund robotic recirculating aquaculture pilots and offshore algae systems. MediSea outlines a step-by-step “grant + corporate match” pathway that lets new hardware teams test at scale while de-risking costs for industrial partners.

12:30 PM – 1:30 PM – Networking Lunch

A seasonal lunch showcasing Scottish produce and seaweed-inspired dishes. During this lunch session we will stream the documentary - Seaweed Stories thanks to our partners at the Lonely Whale. Presented by Lonely Whale in association with Re:wild. Narrated by Forest Whitaker, Seaweed Stories is a vibrant, global look at the wonders of seaweed, and some of the extraordinary stories and characters whose lives have been entangled by this often overlooked marine plant which may hold answers to some of humanity's biggest challenges. Seaweed Stories includes insights from a Silicon Valley startup creating plastic alternatives from macroalgae, to the Indigenous Shinnecock Kelp Farmers using seaweed to prove their sovereign right to coastal land, and a scientist in South Korea supporting seaweeds' sexual reproduction to create new species that can withstand the effects of a changing climate.

Afternoon Presentations & Research Tour

1:30 PM – 2:45 PM – Dr Daniel Hodgson, Executive Director of Edinburgh Complex Fluids Partnership

Seaweed Science and Formulation with a visit to the mobile formulation bus.

3:00 PM – 4:00 PM – Guided Tour of SAMS & CCAP

A behind-the-scenes tour of SAMS research facilities and the Culture Collection of Algae and Protozoa (CCAP), showcasing live cultivation, extraction, and marine biotechnology labs.

Evening Session

6:00 PM – 8:00 PM - Networking Dinner

A hosted evening meal featuring locally sourced food, relaxed discussion, and a celebration of cross-border collaboration.

Day 2: The Business of Seaweed

Morning Session

9:00 AM – 9:45 AM –Selling Your Seaweed Solution Through Storytelling- Natalie Gilson, CEO & Co-owner, Pisces & Amanda Horn, Founder, Shower Thoughts™

Fireside Chat + Brand Therapy

From sea to skin, your seaweed story should flow through every layer of your value chain. But too often, the power of seaweed gets lost in fragmented messaging, greenwashed claims, or science-heavy language that doesn't resonate.

In this fireside chat and live brand therapy session, we'll explore how to build a story-based strategy that supports responsible production, consumption, and promotion. Together, we'll uncover the tools to align storytelling from farmer to formulator to final customer — grounding your message in ocean health, place-based narratives, and authentic sustainability.

**9:45 AM – 10:10 AM – Pacific Seaweed Industry Association - Mark Smith
Strengthening the North American Seaweed Supply Chain**

10:10 AM – 10:35 AM – UK Cosmetic Cluster - Gill Westgate

The UK Cosmetic Cluster is a national network dedicated to uniting the beauty and personal care industry across the United Kingdom. It brings together ingredient suppliers, formulators, contract manufacturers, brands, distributors, packaging companies, and research organizations to foster collaboration and innovation. The cluster works as a bridge between industry and academia, supporting education, training, and cross-sector partnerships. By organizing events, trade missions, and collaborative projects, the UK Cosmetic Cluster provides a platform for knowledge exchange and business development, while also strengthening the global presence of UK-based beauty companies. Its mission is to position the UK as a leading hub for sustainable, science-driven cosmetic innovation.

10:35 AM – 11:00 AM – Obtaining functional ingredients from Seaweed using supercritical CO - Speaker - Ray Marriott

The presentation will cover the molecules we can expect to obtain from diverse seaweed species, typical yields and composition of extracts and also an economic analysis based on process scale and the utilisation of other components particularly the polysaccharide fraction. I will aim for a 30 minute presentation including time for questions.

11:15 AM – 12:00 PM – Shaelynn Bood -Wild harvesting Giant Kelp on the BC coast

Shaelynn Bood is a second-generation wild kelp harvester from northern Vancouver Island. Working in the traditional waters of the Kwakiutl people she harvests *Macrocystis Pyrifera* entirely by hand from small vessels, she is continuing the harvest her father began in 1998. Guided by science through biomass and biologist studies, and traditional stewardship, they ensure the kelp continues thriving year after year.

12:00 PM – 1:00 PM – Business Lunch & Delegation Networking

A curated lunch with seating arranged by interest area — connect directly with potential partners, funders, and collaborators.

Afternoon Session

1:00 PM – 1:45 PM – SAMS Enterprise - Daniel Carcajona

Translating Marine Science into Commercial Success

1:45 PM – 2:30 PM – The importance of Seaweed Farming - Rhianna Rees

Seaweed farming is one of the most sustainable forms of aquaculture on the planet. It requires no freshwater, no fertilizers, and no arable land — yet it yields nutrient-rich biomass that can be used in everything from food and cosmetics to bioplastics and pharmaceuticals. Beyond its commercial value, seaweed plays a powerful environmental role: it absorbs carbon, reduces ocean acidification, and supports marine biodiversity.

2:30 PM – 4:00 PM – Collaboration Roundtables & Closing Remarks

Facilitated roundtable discussions focused on:

- Overcoming scale-up bottlenecks
- Creating shared infrastructure
- Commercializing marine-based innovation
- Building a transatlantic seaweed network

Final remarks and a look ahead to future initiatives.

Day 3: Optional Exploration and Cultural Experience

9:00 AM - 9:30 AM: Gather at the Departure Point for Overview

Participants will meet to begin the final day's adventure.

Morning Session:

- **9:30 AM - 10:00 AM:** Ferry Ride to the Island of Kerrera
A scenic ferry ride offering stunning views of the surrounding waters, perfect for informal networking and casual conversations.
- **10:00 AM - 12:30 PM:** Guided Hiking Tour of Kerrera
A guided walk through the island's rugged terrain, showcasing the island's natural beauty, and providing opportunities for relaxation and informal discussions.

Lunch Break:

- **12:30 PM - 1:30 PM:** Picnic Lunch on the Island
Enjoy a locally sourced picnic amidst the island's picturesque scenery.

Afternoon Session:

- **1:30 PM - 3:30 PM:** Visit to Gylen Castle
A guided tour of the historic Gylen Castle, offering a glimpse into Scottish history and providing an opportunity for relaxation and cultural immersion.

Return to Mainland:

- **3:30 PM - 4:30 PM:** Return Ferry to Oban
The day will conclude with a return ferry to Oban, where participants can say their farewells or discuss future collaborations before departing.

Expected Outcomes

This isn't just a seaweed symposium — it's a wave of change! Beauty By The Sea will shine a well-deserved spotlight on SAMS, as well as the the Highland and island region, positioning them as a global hub for aquaculture research, marine biotech, and sustainable innovation. Expect the world to start paying attention. We're talking new funding opportunities, international partnerships, and Oban becoming *the* destination for regenerative ocean innovation. But it doesn't stop there. The event will spark cross-industry collisions — in the best way possible. Think formulators meeting farmers, biotech minds mingling with beauty brand founders, and packaging pros swapping notes with seaweed scientists. These connections are where the magic happens — unlocking new research, launching partnerships, and solving some of the most stubborn bottlenecks holding the seaweed industry back.

And what will attendees walk away with? Fresh ideas, real contacts, and a clearer path forward. Whether you're in skincare, fashion, pharma, packaging, or just seaweed-curious, you'll gain practical insights into how aquaculture-based innovations can plug into your business. You'll see firsthand how regenerative marine ingredients aren't just better for the planet — they're smarter for the bottom line.

References

Marine Harvest. (2021). *Annual report 2021: Sustainability in aquaculture*. Marine Harvest.

Scottish Aquaculture. (2022). *Scotland's aquaculture industry: Key facts and figures*. Scottish Aquaculture.