# Omoss launches UK’s first ready-to-drink sea moss beverage with organic 50% extract



OMOSS is set to make a significant impact on the UK beverage market with its launch of the country's first ready-to-drink sea moss beverage. Scheduled for release in June, this drink features a remarkable formulation comprising 50% organic Irish sea moss extract, celebrated for its nutrient density and wellness benefits. Recognised with the accolade of Best New Organic Drink Product at the 2025 Natural & Organic Innovation Awards, OMOSS is poised to captivate health-conscious consumers with its modern, flavourful approach to a centuries-old superfood.

Founded by Marley Finn, a former professional athlete, OMOSS targets a demographic increasingly concerned with nutrition, sustainability, and clean-label products. The brand is launching with three botanical-rich flavours: 'Pure,' 'Mango'—infused with Lion's Mane—and 'Pomegranate'—enriched with Ashwagandha. Each flavour has been meticulously crafted in partnership with leading UK food scientists, ensuring a product that is both effective and appealing, free from artificial additives and refined sugars.

Sea moss, known for its myriad of health benefits, is sustainably harvested from the pristine shores of Ireland's Atlantic coast and combined with reverse osmosis water. This careful sourcing technique not only preserves the integrity of the sea moss but also ensures that each bottle delivers essential micronutrients crucial for gut health, immunity, and skin vitality. Sustainability is further underscored by OMOSS’s partnership with Project Zero, committing 4.4% of its profits toward ocean conservation efforts.

The rise of plant-based beverages has led to a growing trend in the functional hydration market, as consumers increasingly seek alternatives that align with their health and environmental values. OMOSS is part of a broader shift in the beverage industry that sees brands integrating superfoods like sea moss to cater to the demanding health and wellness needs of consumers.

In this expanding market, companies like Wellmoss UK and Fabumoss also emphasize the importance of sea moss as a nutrient-rich supplement, offering products such as gels and capsules that contribute to digestive health, immune support, and overall wellness. While Wellmoss UK delivers fresh sea moss directly to consumers, ensuring high quality through its use of hydrogenated alkaline water, Fabumoss highlights the versatility of sea moss as an ingredient for cooking and skincare.

Moreover, the contemporary consumer’s focus on sustainability has led to innovations in beverage production that prioritise ecological responsibility. As demonstrated by brands like ActiMoss, which offers organic capsules targeting various health benefits, and Osmo, which has developed tasty sea moss gummies, the incorporation of sea moss is becoming a defining feature of health-centric products that appeal to a wider audience.

OMOSS's anticipated arrival not only introduces a novel hydration option but also joins the growing landscape of functional drinks that address the intersection of health, sustainability, and convenience. Pre-orders for OMOSS will be available on its dedicated website beginning in June, inviting health enthusiasts to experience a new wave of functional hydration.

As consumers gravitate towards products that reflect their values—be it health, environmental sustainability, or convenience—OMOSS stands at the forefront of this exciting shift in the beverage industry, embodying the spirit of innovation while remaining deeply rooted in natural wellness traditions.

### Reference Map

1. Paragraph 1: [[1]](https://www.trendhunter.com/trends/omoss), [[2]](https://www.trendhunter.com/trends/omoss)
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5. Paragraph 5: [[5]](https://www.actimoss.co.uk/), [[6]](https://www.osmo-official.com/products/osmo-sea-moss-gummies)
6. Paragraph 6: [[1]](https://www.trendhunter.com/trends/omoss), [[2]](https://www.trendhunter.com/trends/omoss), [[7]](https://www.seamossseltzer.com/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/omoss> - Please view link - unable to able to access data
2. <https://www.trendhunter.com/trends/omoss> - OMOSS, the UK's first ready-to-drink sea moss beverage, is set to launch in June. Each bottle contains 50% organic Irish sea moss extract, offering a modern, flavorful format for this nutrient-dense superfood. The product has been recognized as the Best New Organic Drink Product at the 2025 Natural & Organic Innovation Awards. OMOSS is available in three botanical-rich flavors: 'Pure,' 'Mango' (with Lion’s Mane), and 'Pomegranate' (with Ashwagandha). These flavors are developed in collaboration with top UK food scientists to ensure maximum efficacy and taste without artificial additives or refined sugar. The sea moss is sustainably harvested from Ireland’s Atlantic coast and blended with reverse osmosis water, providing key micronutrients for gut health, immunity, and skin vitality. Additionally, OMOSS partners with Project Zero, donating 4.4% of profits toward ocean conservation. Pre-orders will be open in June at www.omoss.co.uk.
3. <https://www.wellmossuk.com/> - Wellmoss UK offers fresh and organic sea moss delivered directly to your doorstep. Their products include Mango Sea Moss Gel and Organic Sea Moss Gel, both made with hydrogenated alkaline water at a pH level of 9.5. Sea moss is rich in essential nutrients such as iodine, calcium, potassium, magnesium, and vitamins A, E, D, and K. It supports digestive health, boosts immunity, promotes skin health, and may aid in weight management. Wellmoss UK emphasizes the importance of consulting with a healthcare professional before adding sea moss to your diet, especially for those with existing health conditions or who are taking medications.
4. <https://www.fabumoss.com/> - Fabumoss provides wildcrafted sea moss products, including Wildcrafted Sea Moss Gel and Wildcrafted Sea Moss in 100g packages. Sea moss contains 92 of the 102 minerals the body needs and can be used as a supplement to benefit overall health. Fabumoss products can be added to smoothies, cooking, or skincare routines. The company emphasizes the importance of consulting with a healthcare professional before adding sea moss to your diet, especially for those with existing health conditions or who are taking medications.
5. <https://www.actimoss.co.uk/> - ActiMoss offers organic sea moss capsules that support energy boost, immune support, hair revival, skin rejuvenation, joint relief, cognitive enhancement, thyroid health, and gut wellness. The sea moss is harvested from the pristine waters of St. Lucia, ensuring unparalleled quality. ActiMoss capsules are suitable for vegans and halal, with free UK delivery and 1-3 day delivery options. The company recommends consulting with a medical professional before initiating any supplement regimen, especially if pregnant or considering giving it to children.
6. <https://www.osmo-official.com/products/osmo-sea-moss-gummies> - Osmo Sea Moss Gummies are a convenient and tasty way to incorporate the numerous health benefits of sea moss into your daily routine. Each gummy is formulated to provide essential vitamins and minerals, including iodine, potassium, and magnesium, supporting overall health and wellness. The gummies are rich in antioxidants and anti-inflammatory compounds, helping to strengthen the immune system and protect against common illnesses. They are vegan-friendly and free from gluten, artificial colors, and flavors, offering a natural and easy way to enhance health and vitality.
7. <https://www.seamossseltzer.com/> - Seamoss Seltzer introduces the first-ever sea moss seltzer made with chondrus crispus sourced from the coast of Peru. This 100% natural beverage offers a refreshing taste of the ocean in every sip. Designed to provide a healthy and refreshing alternative to regular sodas, Seamoss Seltzer is made from natural ingredients and is packed with the goodness of sea moss. It offers a new kind of soda experience, combining the benefits of sea moss with a refreshing beverage format.