

Title	Seamoy® : Seaweed-Based Air Freshener Gel All-Natural and Antibacterial Seaweed-Based Air Freshener
Overview	Many commercial air-fresheners are made from substances that are harmful to the nervous system and respiratory tract. These substances can cause nausea, vomiting, dizziness, watery eyes, and chest pain. Thus the need for healthier and natural alternatives. Seamoy® is one such alternative.
Key Features	Seamoy®, a seaweed-based air freshener, uses a minimal amount of chemicals and does not generate any hazardous waste. It makes use of natural seaweeds as base instead of the extracted polysaccharide, thus reducing production costs. Although the gel produced using whole dried seaweed is not translucent in form, the gel strength is same as that of carrageenan-based gel. The base allows a slow release of the essence, thus prolonging the air-freshener's shelf life.
Applications	The technology is developed for use in the homecare consumer goods sector, particularly in air freshener manufacturing.
User/Customer Edge	With a highly biodegradable residue, Seamoy® is environment-friendly. The addition of citric acid inhibits microbe growth. The freshener also has anti-clogging properties, making it ideal for rooms with air-conditioning units. Finally, unlike commercially available fresheners , Seamoy® can be manufactured in different shapes and sizes for easier shipping and use.
Market Opportunities	Growing environmental awareness among consumers has encouraged the adoption of a healthier "green" lifestyle. Products catering to this growing trend are readily available in the market. Aside from being cost-effective, this product is a safe and natural alternative to commercial air fresheners.
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