



FOR IMMEDIATE RELEASE

Energy Goast and ICI Announce BlueGuard™: A Barrier Cream Protecting Swimmers and Restoring Cumbria's Endangered Glutinous Snail

Cumbria, UK – [Today's Date] – Energy Goast, in collaboration with Imperial Chemical Industries (ICI), is proud to introduce BlueGuard™, an iodine-rich protective cream designed to shield swimmers from toxic algae and pollutants in the waterways of the Lake District. With rising concerns over effluent-fed blue-green algae blooms in Windermere and beyond, BlueGuard™ provides a scientifically engineered skin barrier, ensuring that wild swimmers and outdoor enthusiasts can enjoy the water without exposure to harmful contaminants.

At the heart of BlueGuard™ is one of Cumbria's most remarkable yet endangered species: the Glutinous Snail. This rare freshwater mollusk secretes a bioactive mucin that naturally repels toxins, locks in hydration, and strengthens the skin's natural defenses, making it the perfect foundation for this high-performance aquatic defense cream. By harnessing this extraordinary ingredient, BlueGuard™ offers a next-generation solution for protecting the skin from environmental exposure.

To ensure the sustainable use and long-term survival of this endangered species, Energy Goast is launching a Glutinous Snail Breeding and Reintroduction Program. In controlled aquatic environments, we will cultivate and restore populations of the Glutinous Snail, allowing for a renewable source of bioactive compounds while actively working to return this species to its native habitats in the Lake District. This initiative not only safeguards the future of the Glutinous Snail but also helps restore biodiversity to Cumbria's delicate freshwater ecosystems.

"This is more than just a protective cream," said Astrid Voss, CEO of Energy Goast. "BlueGuard™ is a commitment—to the people who swim in these waters and to the ecosystems that sustain them. By partnering with ICI's expertise in chemical barriers and leading the reintroduction of the Glutinous Snail, we are proving that innovation can drive both protection and restoration."

With its water-resistant, fast-absorbing formula, BlueGuard™ is built for those who refuse to let pollution dictate their connection to nature. Whether navigating the open waters of Windermere or swimming through Cumbria's hidden tarns, outdoor adventurers can now immerse themselves with confidence—protected by science, powered by conservation.

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ALWAYS ON THE BRINK