



PRESS RELEASE

BLUU's biotechnology – A salmon leap of opportunities

The global leader in salmonid cell technology ventures beyond seafood into beauty and health.

- **The world's leading provider of salmon cell technology is venturing beyond the seafood sector into the growth markets of beauty and health**
- **Ethically produced, traceable and highly effective ingredients can be extracted from the cultured cells.**

Hamburg, 20/11/2025. BLUU (known for its food brand BLUU Seafood), Europe's leading biotech company in the production of cultivated fish, is exploring new markets beyond food. In answer to the call for high-value marine ingredients from both the Health and Beauty industry, BLUU is diversifying its expertise to accelerate the scaling of cultivated marine cell production in Europe.

At the heart of this branching out into new markets is BLUU's proprietary Bluu Zone technology platform. Without harm to animals or the environment, it enables the controlled cultivation of salmonid cells to create bio-identical marine ingredients – as pure and clean as nature intended.

"It is a rare thing to be able to say that we can now outperform nature in creating something perfectly natural. At a cellular level, our cultivated fish products are no different from anything derived from wild-caught or farmed salmon – but, unlike those, they are perfectly traceable and sustainable, without artificial flavours or antibiotics, and without any contamination by micro-plastics. This level of purity combined with reliable sourcing has proven to be very interesting to our partners in Beauty and Health." says Dr. Sebastian Rakers, Co-Founder and CEO of BLUU.

As BLUU moves into commercialisation, it will utilize its biotech expertise for three high-growth markets, each to receive a dedicated brand identity:

- **NEW: BLUU Skincare** – ethically-sourced bioactive pharmaceutical grade ingredients for Skincare.
- **NEW: BLUU Health** – a unique 'all-in-one' marine bioproduct with multiple benefits based on salmonid properties.
- **BLUU Seafood** – delicious culinary ingredients from salmon and trout – without animal slaughter.

With the new additional foci on Skincare and Health, BLUU is recognizing the ever-higher demand by these industries for ethically produced, traceable and high-performing ingredients.

Especially salmonid-based active ingredients have demonstrated exceptional biocompatibility and higher-order benefits such as anti-aging, rejuvenation and skin vitality, yet adoption by the beauty industry has so far been limited due to quality concerns related to traditional sourcing. This problem has now been solved by BLUU.

"In today's beauty care, high performance is everything. Hence the shift from botanicals to biotechnology, as global brands prioritise potent, science-led actives with visible results. Biotech-derived materials now consistently outperform plant extracts, especially in anti-aging and skin regeneration. BLUU's



ethical fish-cell cultivation creates the first scalable, zero-animal-harm source of salmonid bioactives – long valued in K-Beauty for their exceptional skin-regeneration benefits. By removing the ethical and sourcing barriers that once limited their global use, BLUU is preparing to bring these actives to leading brands with the integrity and quality required for successful adoption.” says Dr. Richard Giles, CEO, Defined by Insight Consulting (previously Global Director, Ashland).

Feasibility and formulation work with partners in the Beauty industry are well underway to assess performance and scalability, building the foundation for a future portfolio of high-purity, traceable and sustainable marine actives for Beauty care. Although the roll-out of BLUU Seafood’s ready-to-market cultivated fish products is still hampered by red tape (as highlighted in the show WiSo on ZDF, 24.11.2025), it will only be a matter of time until approval will be granted in the US and EU.

Meanwhile, with these new legs to stand on – BLUU Skincare, BLUU Health and BLUU Seafood – BLUU is in the strong position to deliver ethical, ocean-friendly innovation at an industrial scale. This way, the founders’ vision to protect marine life and preserve ocean ecosystems by offering feasible alternatives is making a salmon-leap forward.

“If we save the Sea, we save the World.” David Attenborough.

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About BLUU

BLUU is the first company in Europe to specialize in the commercial production of fish cells. As a pioneer in the field, BLUU is working to produce sustainable fish products from cell cultures. The aim is to produce fish cells cost-efficiently without animal suffering in order to make a significant contribution to climate and species protection. The start-up with locations in Hamburg and Berlin was founded in Lübeck in 2020 by Dr. Sebastian Rakers and Simon Fabich with an expert team of marine and cell biologists. The biotech company currently employs 30 people from 12 different countries.

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