

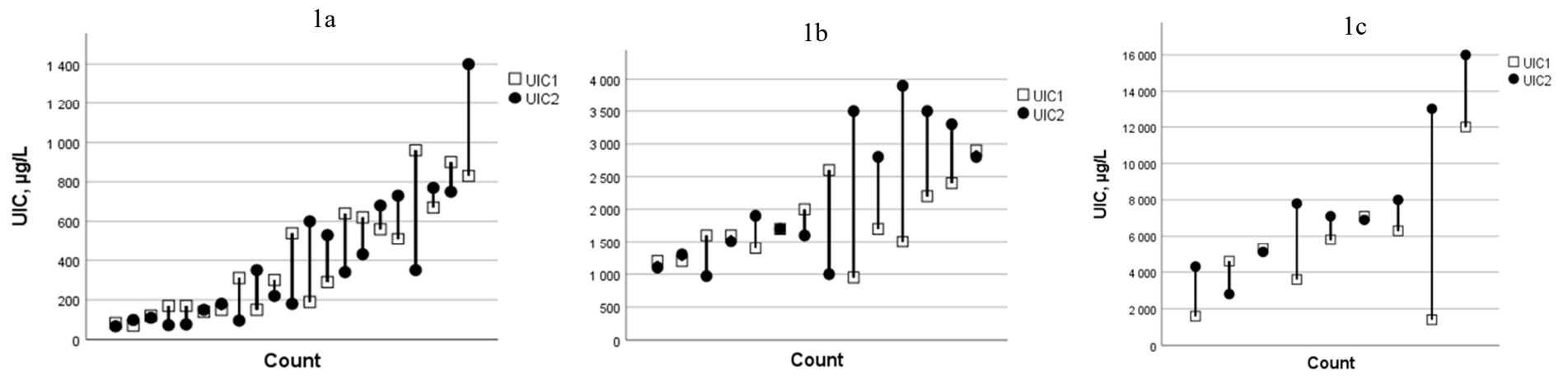
**Supplementary Materials:**

**Table S1.** Stability in UIC from the first to the second urine sample among seaweed consumers in Norway (n=44).

<b>UIC in 1<sup>st</sup> urine sample</b>	<b>UIC in 2<sup>nd</sup> urine sample</b>			<b>Correlation<sup>b</sup></b>
	Increase, n (%) <sup>a</sup>	Decrease, n (%) <sup>a</sup>	Stable, n (%) <sup>a</sup>	
< 1000 ug/L (n=22)	10 (45.5)	10 (45.5)	2 (9.1)	0.728**
> 1000 ug/L (n=22)	11 (50.0)	4 (18.2)	7 (31.8)	0.546*
All participants, n=44 (100 %)	21 (47.7)	14 (31.8)	9 (20.5)	0.886**

Increase and decrease were defined as a change larger than  $\pm 10\%$  from 1<sup>st</sup> to 2<sup>nd</sup> urine sample.

<sup>a</sup>Percent within categories. <sup>b</sup>Spearman's rho correlation coefficient. \*Significant <0.05. \*\*Significant <0.001.



**Figure S1** (a,b,c) Drop chart of UIC between 1<sup>st</sup> urine sample and 2<sup>nd</sup> urine sample, collected after 3-4 and 7-8 hour after seaweed consumption. **Figure S1a** normal to high UIC, **Figure S1b** very high UIC and **Figure S1c** extremely high UIC.

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**Table S2** Given reasons for including macroalgae in the diet among seaweed consumers in Norway (n=44)

<b>Reasons for including macroalgae in the diet<sup>a</sup></b>	<b>n [%]<sup>b</sup></b>
Taste	29 [66]
Rich in nutrients	15 [34]
Sustainability	9 [21]
Positive health effects	8 [18]
Ensure enough iodine in the diet	7 [16]
Fun/ exciting	7 [16]
Healthy	6 [14]
A substitute for dairy or fish	4 [9]
Healing effect to cure illness	3 [7]
Reduce salt intake	3 [7]

<sup>a</sup> Categorized from open ended question, multiple answers allowed, two participants did not give a reason.

<sup>b</sup> Percent of total (n=44).

**Table S3** Overview of how macroalgae are used as part of meals in the diet (n=44)

<b>Use of macroalgae as part of the diet<sup>a</sup></b>	<b>n [%]<sup>b</sup></b>
Unspecified	27 [61]
Seasoning/ spice	24 [55]
Sushi	8 [18]
As a snack/ side dish	8 [18]
In bread/ baked goods	5 [11]
As powder	3 [7]
Salad	3 [7]
Soup	3 [7]
Tablets	2 [5]
Pasta	2 [5]
Crisps/ chips	2 [5]
Wok	1 [2]
In smoothie	1 [2]

<sup>a</sup> Categorized from open ended question, multiple answers allowed, two participants did not give a reason.

<sup>b</sup>Number of times mentioned. Participants could have mentioned one category of usage several times (e.g. one time for whole food and one time for foods containing macroalgae).