

**Natural & Organic Products Europe – 11<sup>th</sup> / 12<sup>th</sup> April 2010**  
**New Zealand Exhibitors**

New Zealand's climate, environment and unique resources have combined to create a lucrative and growing natural health sector. An innovative nation that respects and protects its natural assets, it develops fresh, new ideas beyond the boundaries of conventional thought.

New Zealand's rich experience in natural products will be demonstrated at the 'Natural & Organic Products Europe 2010' exhibition at Olympia on 11<sup>th</sup> and 12<sup>th</sup> April. Encompassing natural skincare collections, high-tech nutraceuticals and organic foodstuffs, New Zealand products will be demonstrating their rich and wide experience in this sector.

Listed below is a selection of the New Zealand exhibitors:

**Kiwiherb**



New Zealand is renowned for its diverse range of plant-life, with many plants used by traditional Maori healers, the indigenous people of New Zealand.

The Kiwiherb range is unique in embracing the wisdom of Rongoa (Maori herbal medicine) with the inclusion of sustainably sourced New Zealand native herbs carefully selected for their time-honoured traditional medicinal uses.

Kiwiherb is the vision of herbalist and pharmacist Phil Rasmussen, who, after many years of experience prescribing and manufacturing herbal medicine, recognised the need for premium quality herbal health products to be made available to everyone.

Following his participation at the Natural & Organic Products Europe show, Phil Ramussen will host 'Herbs in the Gardens: Kiwis at Kew' for the press and health store owners and managers at Kew Gardens on 13<sup>th</sup> April 2010. After a morning presentation on New Zealand's herbal products, attendees will be taken to The Royal Botanical Gardens to see some New Zealand herbs growing. To request an invitation please contact Dave Hammond on telephone 01296 662328 / 07703 183400 or email [david.hammond888@btinternet.com](mailto:david.hammond888@btinternet.com)

Kiwiherb will be at stand 4098d in the New Zealand Pavilion. For more information, visit [www.kiwiherb.co.uk](http://www.kiwiherb.co.uk).

## Comvita



This year's Natural & Organic Products Europe show marks the launch of Comvita's new health product: Comvita Broccoli Extract. Evidence shows that Glucoraphanin, a naturally occurring compound found in broccoli, can help recharge defences against many diseases.

Dr Paul Talalay, Director of the Laboratory for Molecular Pharmacology at Johns Hopkins University School of Medicine in Baltimore, USA, has carried out significant research into the Glucoraphanin levels found in broccoli. He says: "Glucoraphanin is a compound that recharges your protective antioxidant defence enzymes, giving them the power to keep working. This is especially important, as a reduced defence enzyme level can lead to many chronic diseases."

Comvita Broccoli Extract contains a standardised extract of New Zealand grown broccoli seeds, with a guaranteed level of Glucoraphanin (equivalent up to an average half-head of fresh broccoli).

Dr. Talalay will be available to meet with members of the press on the Comvita stand (4040a in the HFMA Pavilion) the afternoon of Monday 12<sup>th</sup> April. For more information, visit [www.comvita.co.uk](http://www.comvita.co.uk).

## Health & Herbs



Health & Herbs, the New Zealand company providing dietary supplements and natural cosmetics, will be celebrating the launch of two new products at Natural & Organic Products Europe: Radiance ManukaGuard Nutralize, the natural remedy for the relief of heartburn and acid reflux, and Radiance Ageless Beauty, capsules which provide age defying beauty from within.

Radiance ManukaGuard Nutralize combines Apple Cider Vinegar and Manuka Honey, ingredients both renowned for their beneficial healing properties in the area of reflux, gut health and general wellbeing to support healthy stomach acidity.

Radiance Ageless Beauty includes: New Zealand Marine Collagen, a premium, pure sourced form of hydrolyzed collagen easy for the body to digest, Vinanza Skin Performance Plus, an exclusively New Zealand ingredient derived from grape seeds and kiwifruit skins and Enzogenol, a 100% natural extract from the bark of New Zealand grown Pinus Radiata trees, which helps bind and protect collagen in the skin.

Both products are undergoing a group study on their efficacy in the USA, with excellent feedback to date. Health & Herbs will be at stand 4098b in the New Zealand Pavilion. For more information, visit [www.healthandherbs.co.nz](http://www.healthandherbs.co.nz).

## Antipodes



The new formulation of Avocado Pear Nourishing Night Cream from certified organic New Zealand skincare company, Antipodes, is clinically shown to stimulate synthesis of collagen production in human fibroblast skin cells by up to 92 percent, just 48 hours later.

The rich avocado oil based botanical night cream is designed to deeply hydrate skin, using anti-ageing ingredients found in New Zealand nature. Marigold's healing effects combined with potent antioxidant, Vinanza Grape, which helps neutralize free radical damage, will promote skin strength and elasticity.

The independent laboratory Trinity Bioactives Ltd used blind study clinical testing to examine the production of collagen on human skin fibroblasts in culture. This third-party laboratory in-vitro analysis is more sophisticated and less subjective testing than that used by other beauty brands.

Antipodes will be at stand 4098c in the New Zealand Pavilion. For more information, visit [www.antipodesnature.com](http://www.antipodesnature.com).

## Dr. Wendy's 100% Botanical Skin Care



Having been successfully launched into the UK market last year, Dr Wendy's 100% Botanical Skin Care will be presenting its new packaging and a new addition to the range of 15 skincare products at Natural & Organic Products Europe.

ULTRA TREAT White Tea serum contains an organic white tea extract which has antioxidant properties as well as soothing botanicals such as organic aloe and argan oil to assist with moisturizing the skin. Improvements to the formulations of the other skincare products in the range have also been made with the inclusion of more New Zealand grown organic ingredients such as Hempseed oil and extra virgin olive oil.

Dr. Wendy's range is the only commercially produced range of skincare from New Zealand which is completely plant derived in every ingredient and every product, thus appealing to both vegans and vegetarians, as well as consumers who wish to avoid synthetic chemicals and ingredients such as beeswax or honey for allergy reasons.

Dr. Wendy's 100% Botanical Skin Care will be at stand 3116 in the health and beauty pavilion. For more information, visit [www.doctorwendy.net](http://www.doctorwendy.net).

### **Parrs Products**



New Zealand is renowned worldwide for its clean, green and unique beauty. Parrs Products Ltd captures this essence in its extensive range of New Zealand made skincare products. Every product has a distinctive ingredient derived from New Zealand's unique landscape, and these all deliver real skincare benefits.

Parrs Products are made under strict hygiene regulations, and are not tested on animals. Its skincare collections include: Wild Ferns Manuka Honey skincare products, which are all paraben and mineral oil free, and contain Active Antibacterial Antioxidant Honey; Wild Ferns Kiwifruit Skincare Collection, naturally high in Vitamin E, which helps to regenerate the skin's cells and maintain the skin's tone and elasticity; and Wild Ferns Native Flowers range of skincare products, which feature the delicious fragrance of a combination of flowers found only in New Zealand, including Manuka, Pohutukawa, Kowhai, Flax and Puriri.

Parrs Products will be on the Lescaro Health exhibition stand number 4098a on the New Zealand Pavilion. For more information, visit [www.kiwiproducs.co.nz](http://www.kiwiproducs.co.nz).

### **Natural Solutions**



Natural Solutions produces natural New Zealand made products for skin problems, harnessing the antibacterial properties of indigenous Manuka Oil.

Manuka (*Leptospermum Scoparium*) is a native tree of New Zealand and has long been valued for its healing ability. It was used by Maori and early European settlers to treat a wide range of ailments. Experience has shown that Manuka Oil is effective in treating athlete's foot, ringworm, thrush and many other skin infections. Its antiseptic and antifungal properties have now been validated by research and it would appear to be an extremely effective healing product.

Natural Solutions products use only the East Cape chemotype of Manuka Oil produced in Te Araroa, East Cape, New Zealand. Only this Manuka oil has been rigorously tested and in the laboratory shown to be active against a range of bacteria and fungi at low concentrations.

Natural Solutions will be on the Lescaro Health exhibition stand number 4098a on the New Zealand Pavilion. For more information, visit <http://www.manuka-oil.com>.

## Phyto Shield



New Zealand is one of the best sources of botanical, agricultural and mineral preparations. Its isolation and natural flora and fauna provides the ideal source of phyto nutrients. Phyto Shield natural dental solutions provide protection using the best botanicals that nature has to offer.

At Natural & Organic Products Europe, Phyto Shield will be launching 'Ankle Biters', two new lines for the oral care of children. Including the natural antibacterial agent, Totarol, extracted from the dead wood of New Zealand's Totara tree, the abundant supply of the raw material will guarantee a regular supply for decades to come.

Phyto Shield products contain no harsh chemicals, no sodium lauryl sulphate, no chemical preservatives, no artificial sweeteners, no artificial colourings, no added fluoride, no harsh whiteners or chemical bleach and are not tested on animals.

Phyto Shield will be on the Lescaro Health exhibition stand number 4098a on the New Zealand Pavilion. For more information, visit [www.phytoshield.co.uk](http://www.phytoshield.co.uk).

## Waitemata Honey



Waitemata Honey Co Ltd is a family owned and operated business, run by husband and wife, Neil and Audrey Stuckey. Waitemata Honey has been at the leading edge of honey production, processing and packaging for over 35 years.

Waitemata is involved at all stages of its products' life spans from producing honey off its own hives to marketing the finished retail packs around the world. Specialised honeys such as Pohutukawa and UMF<sup>®</sup> Manuka (Unique Manuka Factor) are all processed to the strict New Zealand Government requirements in an approved hygienic packing plant where food safety is paramount.

After being involved in supplying honey to both the local and export markets for over 40 years, Waitemata is confident in its ability to produce a consistent product at all times.

Waitemata Honey will be on the Lescaro Health exhibition stand number 4098a on the New Zealand Pavilion. For more information, visit [www.waitematahoney.co.nz](http://www.waitematahoney.co.nz).

## EasiYo



Inspired by a family's passion to promote the health benefits of freshly made yogurt, EasiYo is now a successful worldwide business, which was founded by husband and wife Len and Kathy Light in New Zealand in 1982. After years of trials and development in their home basement, they eventually mastered a way of producing perfect yogurt every time.

The EasiYo Yogurt Maker's unique design makes yogurt as easy to make as a cup of tea. The finest quality milk powder is used in EasiYo's yogurt base sachets, which comes from free range cows grazed on the rich pastures of the West Coast of the South Island in New Zealand. Freshly-made yogurt is abundant with live and active cultures to benefit both digestive and immune systems and contains more calcium than milk.

2010 sees the appointment of new CEO Paul O'Brien, following Westland Milk Products buying the remaining shares of EasiYo from the Light Family. A move to new state-of-the-art premises in Auckland, New Zealand will allow for future development and expansion of the business. EasiYo will be showing its Yogurt Making System as well as a wide selection of plain, flavoured, low fat and speciality yogurt base sachets and Ice Cream and Real Fruit Squirt toppings at Natural & Organic Products Europe.

EasiYo will be at stand 7093. For more information, recipes and ideas, visit [www.easiyo.com](http://www.easiyo.com).

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## About New Zealand Trade and Enterprise

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. It works to stimulate economic growth by helping to boost export earnings, strengthen regional economies and deliver economic development assistance to industries and individual businesses. Through its global network of offices, NZTE works with international businesses and investors, connecting them to New Zealand business opportunities. NZTE's focus is on industries and sectors where New Zealand has a long-term competitive advantage on world markets and on businesses with high-growth potential.

For more information on New Zealand Trade and Enterprise, visit: [www.nzte.govt.nz](http://www.nzte.govt.nz).