



Natural Products New Zealand

New Zealand Ingredients

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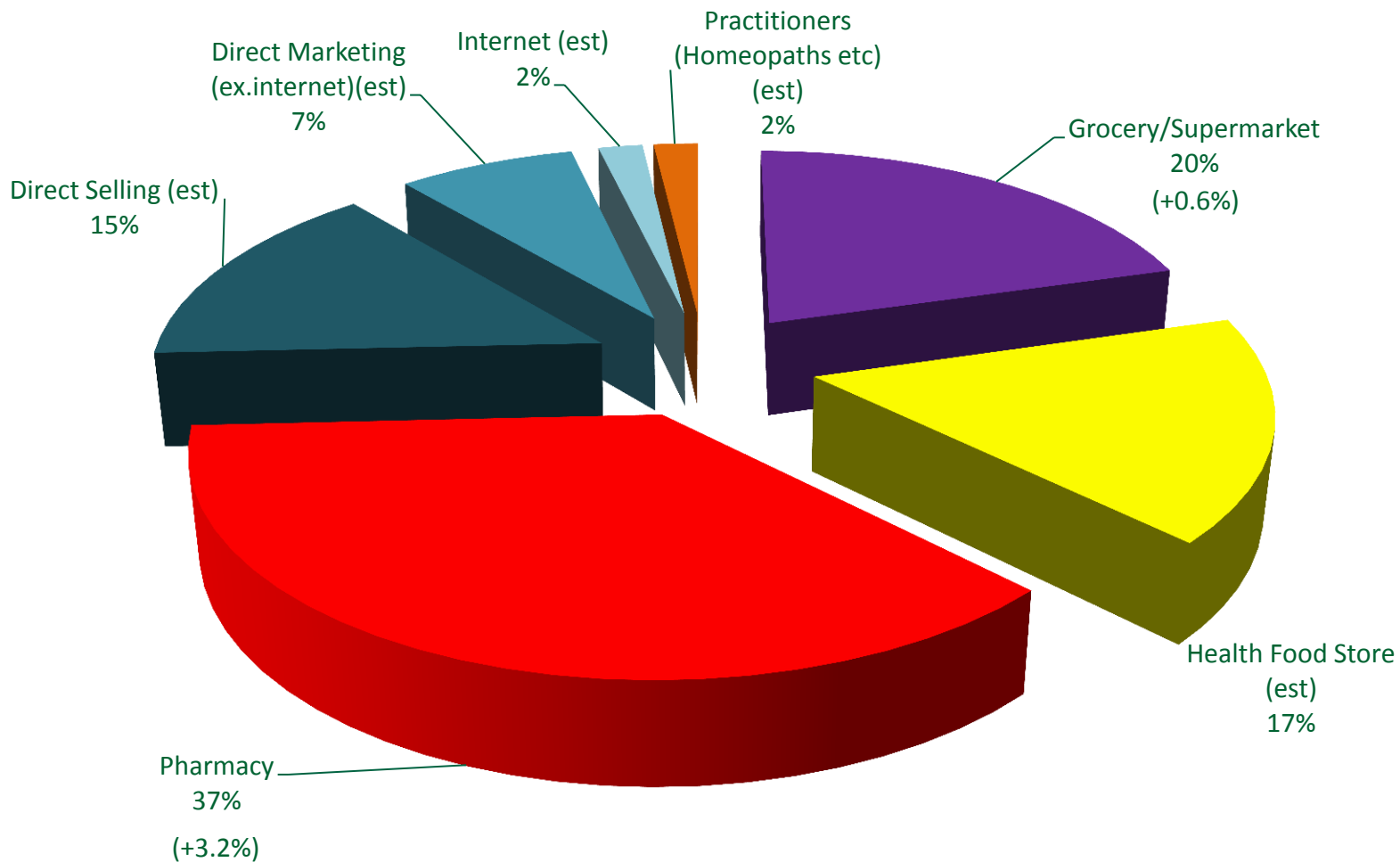
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Natural Products NZ

- We are the industry association in NZ for natural products including dietary supplements and skincare plus more
- We represent over 80% of the industry
- 70% of NZ export earnings are from biologically based industries
- Our role is to increase the profile of New Zealand as a source of quality natural products and ingredients and to foster the development of a sustainable natural products sector through collaboration
- We act as the voice of the industry with the regulator, media and work with members to assist export and achieve growth

Market Size

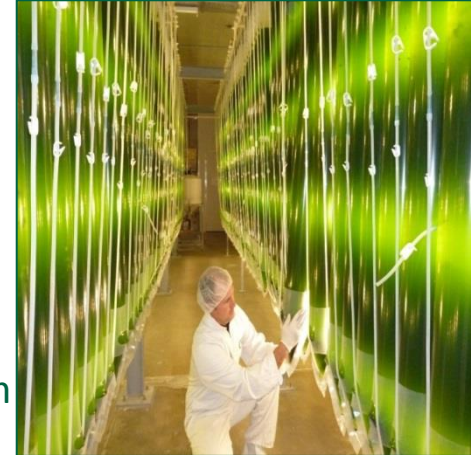


Total Market \$268,000,000



Astaxanthin

- **The king of antioxidants!**
 - 6,000 times more powerful than Vitamin C
 - 550 times more powerful than Green Tea
- **Derived from algae *H. Pluvialis***
 - Algae grown in a fully enclosed photo bioreactor system
 - Ensures purity, free from environmental contaminants
- **Diverse health benefits shown in clinical studies to support and protect:**
 - Joints, eyes, cardiovascular system, skin
 - Boosts energy, endurance, recovery from exercise


AstaSupreme®
NATURAL ASTAXANTHIN
supreme biotech®

www.astasupreme.com





Blackcurrant Extract Powders

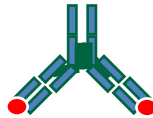
- Blackcurrant anthocyanins have been shown to accumulate in ocular tissues.
- Blackcurrant has been shown to reduce eye fatigue. This is of real benefit to the consumer.
- We have seen that blackcurrant anthocyanins, especially delphinidin rutinoside, relax the ciliary muscle.
- Blackcurrant anthocyanins may also offer a protective effect against the onset of myopia.
- Blackcurrant anthocyanins appear to have a beneficial effect on the rhodopsin cycle.
- Blackcurrant extracts may assist in the prevention of glaucoma.
- Good evidence that New Zealand blackcurrant 'assists the natural benefits of exercise and sport'.



Colostrum

What is bovine colostrum?

- First milk, produced by the mammary gland by all mammals after birth – nutrition for neonates
- Classified as a food - the perfect food for health
- Collected from healthy, pasture fed cows
- Rich source of:
 - Antibodies (IgG)
 - Growth factors
 - Peptides
 - Bioactive carbohydrates



Colostrum is a highly valued preventative & treatment for many human health conditions

- Daily supplementation can alter GI environment to keep it healthy
- Colostrum reduces the incidence of 'flu & URTIs
- Mitigates side effects of chronic NSAID use
- Reduces diarrhoea pathogens and symptoms
- Reduces the symptoms of distal colitis
- Shows potential for supporting stem cell repair





Deer Velvet

- World Leader in Production
- Premium Quality
- Fully Sustainable
- Traceable
- Disease Free Status
- Proven Science
- Complex Composition

396 bioactive compounds identified, including:

- Natural Growth Factors
- Collagen
- Chondroitin
- Glucosamine

- History of Traditional Use

- Supports :

- Joint Health and Mobility
- Sports Performance and Recovery
- Ageing
- Immunity



Mountain Red™
DEER VELVET

www.mountainred.com

Fish Oil

- **MSC* Certified Sustainable New Zealand Hoki and Tuna together with New Zealand farmed Salmon oils possess characteristics aligned to high-value niche markets, thereby enabling product differentiation:**
 - Sustainably produced
 - Fully Traceable
 - Pure
 - Uniquely New Zealand
 - Product characteristics differ; such as colour and Omega 3 content
- **Sourced from the South West Pacific Ocean**
- **Fishery stocks recognised for their purity and their environmental responsibility**

* Marine Stewardship Council


SEADAGON
SUSTAINABLY PURE

New Zealand Omega 3 Fish Oils

www.seadragon.co.nz

Flax Seed Oil

Product Background

- Flax seed, or Linseed (*Linum usitatissimum*), is a food and fibre crop grown for its oil content, rich in essential fatty acids.
- Considered globally to be the highest levels of Omega 3 obtained from non-genetically modified seed.

Benefits

- There is scientific research to suggest that one of the causes of cardiovascular and inflammatory type conditions is the increase in Omega 6 in our diets, causing an imbalance in the Omega 3:Omega 6 ratio.
- Flax seed oil is a rich plant source of Omega 3 and helps to re-address this imbalance.
- Flax seed oil can be taken directly as a nutritional supplement, or used in drizzles, salad dressings, dips and smoothies

Production

- Bio Oils grows the flax seed crop directly with the farmer, which allows us to monitor the quality and progress of the crop ; 'from soil to oil'[®]
- Products are New Zealand grown and produced, GMO free and are fully traceable back to the paddock where grown.



Green-lipped Mussel Extract

- A natural ingredient derived from cultivated green lipped mussels which are only found in the waters of New Zealand.
- A safe and effective product for addressing chronic and degenerative arthritic diseases and disorders.
- Has proven natural anti-inflammatory and anti-degenerative properties with no serious adverse side effects.
- Recent research has identified that the anti-degenerative mechanisms are due to the inhibition of the enzymes (MMP's) responsible for the breakdown of cartilage and bone tissues in the joint.
- Over 30 published laboratory and clinical studies have presented evidence for its mechanisms of action and efficacy in inflammatory and degenerative disorders.





Horopito

- Use dried leaf and leaf extract from the NZ native plant horopito (*Pseudowintera colorata*)
- Horopito is an ancient primitive plant that has been around for over 65 million years
- Over time has developed chemical defences against predators
- Was widely used by the indigenous Maori people of NZ who used as a painkiller, for skin problems, diarrhoea, toothache and other ailments
- Scientific research in 1982 identified a powerful bioactive (polygodial) which is effective against the yeast-like fungus *Candida albicans*
- Horopito is grown organically and harvested sustainably at Forest Herbs farm at the top of New Zealand's South Island
- Dried horopito leaf is extracted using super critical CO₂ process without the use of any organic solvents
- Antifungal products using this unique plant extract have been developed by Forest Herbs Research. These include Kolorex Intimate Care Cream (primarily used for vaginal thrush); Kolorex Foot & Toe Care cream (athlete's foot); Kolorex softgels (Candida overgrowth in the gut) and Kolorex Digestive Care Tea (Digestive aid)



Kiwifruit

- ACTAZIN is a high quality food and nutraceutical powder ingredient derived entirely from New Zealand Zespri® Green Kiwifruit (Hayward kiwi, *Actinidia deliciosa*).
- A unique combination of nutrients which naturally and gently support the digestive process:
 - Kiwi-unique proteolytic enzyme ACTINIDIN
 - Soluble and insoluble fibre
 - Prebiotic materials
 - Polyphenolics
- **Balanced gut bacteria**
 - protection from infections
 - healthy laxation
 - feeling of gut comfort
- **Balanced Immune system**
 - protection from infections
- **Healthy metabolism**
 - nutrition and laxation



ACTAZIN™



Anagenix.

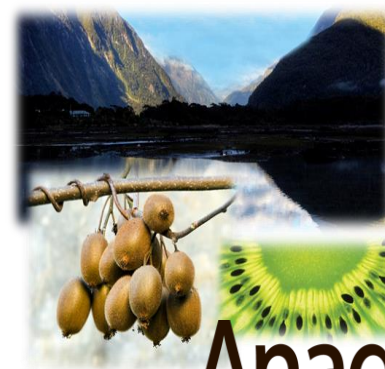
www.anagenix.com





Kiwifruit

- Apura Green™ is produced under GMP, sustainably and in large quantities from fully mature kiwifruit - 100% sourced from New Zealand orchards
- 100% natural, seedless, smooth, 40 Brix kiwifruit paste containing no additives or preservatives aseptically packaged in New Zealand.
- Multi-functional ingredient
 - Drop in ingredient & easy to formulate
 - Fat, sugar & egg replacement
 - Shelf life extender
 - Improves product moisture retention



Anagenix.

www.anagenix.com



Manuka Honey

- Manuka Honey is sourced from New Zealand's remote, pollution free forests and is renowned for its unique flavour and health benefits.
- Manuka Honey is packed with unique plant phenols to support your health. UMF® Manuka honey has gained a worldwide reputation for its value in digestive health, skincare and woundcare.



www.manukahealth.co.nz

www.comvita.com.hk





Oil Seed Extracts

New Zealand Origin Specialty seed oils

- Flaxseed oil- Omega 3
- Hempseed oil- Omega 3, 6, 9 & GLA
- Kiwi seed oil- Omega 3
- Blackcurrant seed oil- GLA 15%
- Avocado oil- Culinary & skincare oil
- Rapeseed oil- Omega 3 cooking oil
- Meadowfoam oil- Cosmetic & hair-care
- Flaxseed fibre- Functional food Ingredient
- NZ grown/produced - Climate and soil contribute to quality of raw materials used to produce oils. Our Master oil maker combines best science in processing technology & 20 years hands on experience making oils.
- Natural- 100% pure oils.
- High quality- food safety assured, traceable, responsibly sourced
- Nutritious
- Ethical
- Environmentally friendly- sustainable farming practices



www.seedoils.co.nz

Pine Bark Extract

Enzogenol® New Zealand Pine Bark Extract

- Sourced from *Pinus radiata* bark from the sustainable forest plantations in New Zealand.
- Clinically Tested Nutritional Support For:
 - Optimal Brain Function, Skin Health, Anti-Aging, Vascular Health
- Pure Water Extraction
- Composition of Enzogenol®
 - Flavonoids / Polyphenols
 - Concentrated and Powerful Mix of Anti-oxidant and Anti-inflammatory Compounds: >80% Proanthocyanidins
 - Monomeric catechin, epicatechin, taxifolin, quercetin, piceatannol...
- Brain Function Study
 - Improved Performance on Test detecting Cognitive Decline with Age
 - Increased Efficiency, Attention and Concentration
- Traumatic Brain Injury Study
 - Improved Recovery of Brain Functions





Totarol™

- **Totarol™** is a naturally occurring plant extract with potent anti-bacterial and anti-oxidant properties.
- Extracted from recycled Podocarpus Totara heartwood
- Totara is the most abundant source of Totarol™ and is unique to New Zealand.
- Totarol™ has no taste and minimal aroma.
- **Patented extraction technique:**
 - It is extracted by supercritical extraction – the process uses high pressure carbon dioxide under specific temperature, pressure and gas flow conditions to extract Totarol™ from powdered Totara deadwood.
 - The process is particularly applicable to the extraction of Totarol™ from Totara wood.
 - The Totarol™-containing extract has activity against both Gram-positive and Gram-negative bacteria.
 - The extract is produced free of solvent residues and is, therefore, suitable for use in pharmaceutical, nutraceutical, cosmetic, cosmeceutical and other formulations.





Specialized Fruit Extracts

Specialist producers of quality natural extracts with proven functionalities:

- **Digestive health** – *Digesten*[®] - complete kiwifruit digestive formulations
- **Antioxidants** – *Oxifend*[®] - complete fruit derived antioxidant formulations
- **Personal care** – *Vinanza*[®] - anti-aging and skin brightening ingredients

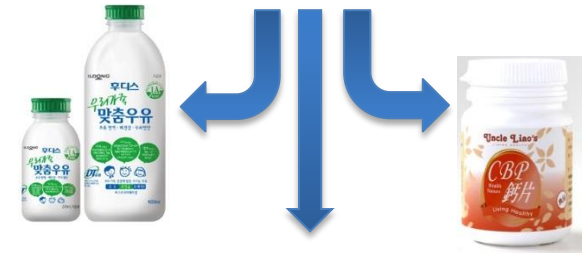


Add functionality...
naturally!

www.nzextracts.co.nz

Dairy & Marine Bioactives Extracts

- Novel functional food ingredients made from NZ dairy and marine bioactives raw materials and used in food, IF and dietary supplements
- Ingredients assist with growth and development, bone growth & density, gut health, brain & nerve health.
- Seperex Nutritionals is an award winning New Zealand biotechnology company



QUALITY, SAFETY AND SCIENCE



www.seperexnutritionals.com





NATURAL PRODUCTS NZ



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