



## Nature Shop New Zealand Limited – Facts & Figures

Nature Shop New Zealand Limited was established in January 2007 in Auckland with the aim to develop and distribute high quality natural products which originate in New Zealand.

Sustainability and an environmentally friendly approach are apart from the natural aspect a main feature and criteria for the product strategy!

## Products

### Natural Personal Care Range on the basis of Totarol™

- Antibacterial Skin Care Range to deal with skin blemishes and acne – consisting of 3-pack: antibacterial solution, cleanser and moisturizer
- Skin Remedy – general antibacterial moisturizing face cream
- Hair Care – consisting of shampoo and conditioner
- Sun Screen – high protection 30+ SPF sun lotion
- Oral Care - consisting of toothpaste and mouth wash is presently in the planning stage
- Therapeutic Range – consisting of wound healing cream presently also in the planning stage

### Food & Beverage Range

- **Beverages:** Organic Spring Water which has been naturally filtered through volcanic stone with an exceptionally high Ph level of 7.2 and enhanced by a very high natural mineral content. Presently another variation is being developed which will be enriched by New Zealand apples and some other indigenous fruits.
- **Food:** Items will in due course be introduced based on a strict selection criteria

### Outstanding Features

- In close cooperation with the manufactures of Totarol™, we have been able to develop a complete skin care range based on this outstanding substance and have therefore managed to beat many larger international companies in terms of timing.
- EU Import Licenses have been granted for most products
- All products can also be offered as “White Label” products for companies with their own strong brand
- Marketing point 1: New Zealand’s evolution and natural environment has created unique flora which is now the basis for our product development
- Marketing point 2: The natural image of New Zealand is a compelling sales instrument

### What is Totarol™?

Totarol™ is extracted from recycled Podocarpus Totara heartwood using a novel supercritical extraction process. This native tree of New Zealand develops after approximately 200 years of growth an anti-bacterial substance which acts as its defence mechanism to environmental impacts. Totarol™ has no taste and very minimal aroma. The substance has been extensively tested at independent laboratories to demonstrate bioactivity, safety and product composition. Totarol™ has potent anti-bacterial activity against both, gram positive and gram negative bacteria as well as possessing potent anti-oxidant properties.

Only used timber such as old fence posts, building material and discarded roots are being processed and no living tree has therefore to be felled. There is plenty of supply available to secure supply for many decades.