

Phytobrief

Welcome to your October-November Phytobrief.

The tell-tale signs of spring are everywhere at the moment – from the Manuka flowers to the baby ducklings, the season of new growth and rejuvenation is in full swing. Very aptly in this spring edition we're introducing some fresh new faces in the Phytomed team, and three exciting new topical products in the Kiwiherb range. Plus, don't forget, you only have a few more days to register for our up-coming teleseminar – details overleaf.

NZ Native Herbs - Topical Applications

NZ native plants have a long history of use for topical conditions and many boast potent and unique therapeutic actions:

Horopito (*Pseudowintera colorata*)

Key Topical Actions: antifungal, rubifacient, astringent, anti-inflammatory, antiseptic
Bruised Horopito leaves, steeped in water or chewed prior to application, were traditionally used for a variety of skin complaints including wounds, cuts, burns and fungal infections. Significant anti-fungal activity has been demonstrated for the peppery constituent found in Horopito, polygodal.

Kawakawa (*Macropiper excelsum*)

Key Topical Actions: anti-inflammatory, rubifacient, depurative, analgesic, antimicrobial
Kawakawa leaves were popular for numerous skin conditions - bruises, rheumatism, eczema, cuts & boils. Significant antimicrobial activity has been demonstrated for this plant, and anti-inflammatory properties have been shown for components of the volatile oil - myristicin & elemicin.

Koromiko (*Hebe salicifolia*)

Key Topical Actions: antibacterial, astringent
Traditional preparations of Koromiko for topical application involved bruising young leaves and apply as a poultice or lotion for the treatment of sores, ulcers & various other skin ailments. Its powerful astringent properties makes it useful for skin conditions associated with weeping eg eczema, dermatitis etc.

Manuka (*Leptospermum scoparium*)

Key Topical Actions: antibacterial, antifungal, astringent, anti-inflammatory
Manuka is best known for its powerful antibacterial and antifungal actions - it has been shown to be effective against 20 different types of bacteria, including those resistant to antibiotics. Its astringency also facilitates healing by decreasing inflammation and tightening tissues.

Poroporo (*Solanum aviculare*)

Key Topical Actions: anti-inflammatory
Poroporo is used almost exclusively to treat inflammatory skin conditions, such as eczema. It contains the steroidal saponin, solasonine, which is believed to contribute to the powerful anti-inflammatory action of this unique plant.

Totara (*Podocarpus totara*)

Key Topical Actions: antibacterial, antioxidant
The primary constituent of Totara is the phenolic diterpene, totarol, which has been shown to possess potent antioxidant and antibacterial properties. Totarol is active against Gram-positive bacteria, including penicillin and methicillin-resistant strains of Staphylococcus aureus. A case study published in 2006 demonstrated significant improvement in adolescent acne following treatment with a Totarol-containing preparation over a 6-week period.

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New Product Launch

New



DermaCare Cream

Formulated for eczema, psoriasis & dermatitis
Soothes & protects dry, rough & scaly skin; promotes healing
Powerful formulation featuring Burdock, NZ-native Kawakawa & Proporo

Skin Clear Gel

Prevention & treatment of acne
Unique formulation featuring 100% pure Manuka oil & Totarol -
high potency antibacterial & antioxidant

SprainAway Cream

Sprains & Strains // Bumps & Bruises // Stiff Joints & Sports Injuries
Premium potency combination of NZ-grown Arnica & Comfrey leaf & root

✓ Paraben Free ✓ Petrochemical Free ✓ Free from artificial colours & fragrances

Announcements & Notices

Phytomed Team Update

It's been a busy couple months at Phytomed with some familiar faces moving on to embark on exciting new challenges, and some fresh new faces joining the team.

Sadly this month we farewell Melissa Barrett, our Customer Service Manager, and Katherine Lloyd, our Office Manager.

Stepping into these roles are Laetitia O'Connell (Customer Service Manager) and Krushanta Naidoo (Office Manager).

Laetitia was previously one of our upper North Island reps & many of you may have met her this year either in your clinic or at an industry function.

Taking over Laetitia's Customer Service role, we're very excited to welcome Nerena Morris to the team. Nerena has been working in the natural health industry for over 17 years and brings with her extensive clinical experience to assist you, our valued customer.

Phytomed Teleseminar

Diabetes - Herbal Support for Better Outcomes
Presented by Ian Breakspear

Tuesday 21st October 7pm to 8.15pm

Practitioners: \$40 Students: \$25

Price includes GST, seminar notes & CD

This seminar is worth 2.5 NZAMH CPE points

To register freephone 0508 749 866 or email enquiries@phytomed.co.nz

Naturopaths, Nutritionists & Health Practitioners Wanted

Wonderful opportunity to work alongside a Doctor, building a health and wellness business with great earning potential part time or full time, this position is nationwide.

For further information please phone Andre on 0272956926

October // November Specials

 	Dried herb 20% off	Manuka dried 200g	22.20 17.76
	Short-dated Dried herbs 50% off	Dandelion root, dried, org 500g	58.80 29.40
		Passionflower, dried, org 500g	47.50 23.75
	Introductory special: 25% off On orders of 4 or more units	DermaCare Cream 50g	16.00 12.00
		Skin Clear Gel 20g	10.90 8.16
		SprainAway Cream 50g	11.20 8.40
<p>Introductory offer on Kiwiherb creams available to 31 October only</p>			

Order by phone on 0508 PHYTOMED (0508 749 866), Fax (09) 828 0039 or email: orders@phytomed.co.nz
Specials available from 1 October-30 November 2014, unless otherwise indicated, or while stocks last. Prices exclude GST & freight.