



INSIGHTS

AROMA NEW ZEALAND NEWS
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Leader in the manufacture and development of high quality freeze dried nutritional supplements for humans and animals.

Dedicated to research, Aroma has established itself as one of the most prestigious names in the industry for top quality active ingredient materials that are backed by scientific verification.

Aroma has become a recognized leader in the joint-care industry. Our products GlycOmega™ Greenshell™ (Green Lipped) Mussel Powder and BioActive™ Shark Cartilage Powder are rich in Chondroitin

Sulphates, Omega-3 fatty acids and Glycosaminoglycans which focus on specific areas such as support of joint and connective tissue functions and repair cartilage injuries.

The leading nutritional and veterinarian companies world-wide rely on our branded raw materials and Aroma's experience to launch a variety of successful brands.

Welcome to Aroma

We are pleased to introduce the first in a new series of newsletters. After 49 years developing and producing nutraceuticals we have plenty of new and exciting developments.

We hope you will enjoy reading the stories and our exciting developments. Please feel free to contact us to discuss any products or news items.

Thank you

Ben S. Winters
Director

Visit our new website www.aromanz.com

Commitment to Quality

A total commitment to Quality

Aroma hold fish export licence no. 167 and fish processing premises licence no. PH35 which attest that the company adheres strictly to the standards laid down by the New Zealand Food Safety Authority (NZFSA).

All incoming supplies are from EU and USA licensed premises, and the flow of product from source, through processing, to the end customer is quality controlled and traceable through record checks. The government issued export certificate which accompanies each export consignment certifies that the product has at all times been handled and processed in accordance with the regulations.

Big Demand for our Products Demands a bigger Plant

We are in the throes of finishing the design and format for our new production facilities. This is a considerable increase in our already significant process, production and warehouse amenities in Christchurch, New Zealand.

With an increase in demand in our range of Greenshell mussel products in both powder and oil form will allow us to generate quicker lead times world wide.

The global demand for both our human and pet food nutraceuticals surges ahead regardless of the present economic climate.



Coming Events

Interzoo 2010 Both Ben S. Winters and Ben G. Winters will be in attendance from Aroma. Held in Nuremberg it is one of the biggest pet food events of the year.

Vitafoods 2010 See us at our stand 744.



Animal Health First

We often hear of people, regardless of age or income, who put their animals first.

This certainly seems to be the case as demand for our GlycOmega™ Greenshell Mussel Powder into the companion animal market has increased significantly in the last two years.



The increased joint mobility benefits of GlycOmega™ on companion animals is very evident as we continue to export full container loads world wide. When pet food companies are looking for the complete joint care remedy they're choosing GlycOmega™. Rich in omega-3 fatty acids Glucosamine and Chondroitin Sulphate, vitamins and minerals, GlycOmega™ provides a well balanced food supplement giving several benefits:

- Increased joint mobility
- Shinier coat
- Increase in well being.

"Just a quick note to say how thankful I have been to have started using Aroma's pure Green Lipped Mussel powder – it's been a year now and my elderly horse has not looked back. His arthritis has been manageable enabling us to compete again and get placed in dressage – his coat is shiny and you can see much harder, healthier hoof growth. I'm convinced that this has been the key to extending our riding time together." Karen, Auckland

In this issue we would like to focus on two products; GlycOmega Plus™ and GlycOmega Joint Care Cream.

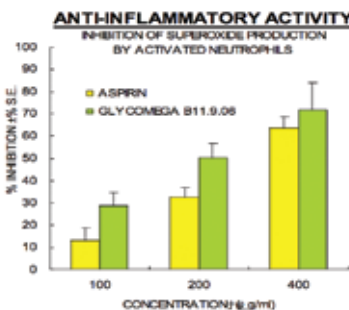
GlycOmega Plus™ The new generation Greenshell Mussel Extract

Rebuild and Support Connective Tissue and Joint Function

GlycOmega Plus™ produced from cold opened mussels and mixed with a proprietary antioxidant is the new generation Greenshell Mussel Extract.

After two years of scientific research Aroma have developed GlycOmega Plus™ offering several benefits to both humans and animals.

- Double the anti-inflammatory activity over steamed opened mussels.
- Low peroxide values less than 5.0mq/kg which prevents GlycOmega Plus™ from oxidizing and stabilizing the Omega-3 and lipid fraction.



Please contact us for the test research carried out by Dr Paul Davis, Trinity Bioactives Ltd, highlighting GlycOmega Plus™ compared to steamed opened mussel powder and aspirin as a control.

GlycOmega™ Joint Care Cream

GlycOmega™ cream provides a rich source of all major classes of Glycosamineoglycans, which are principle components for the cartilage and synovial fluid found in joints. This process creates flexibility, elasticity and tensile strength in the articular cartilage. The cream also provides strong anti-inflammatory action on the connective tissue and a careful combination of ginger and cinnamon oils delivers a soothing warming effect.

Green-lipped Mussel Oil

It's a natural lubricant. Containing a unique blend of omega-3 marine lipids, green-lipped mussel oil inhibits inflammation, relieving arthritic symptoms and aiding in the recovery of arthritic and injured joints.

Chondroitin and Glucosamine Sulphate

These two compounds work together to deliver a synergistic effect that promotes healthy cartilage and provides shock absorbing properties to the joint.



Product and Service Enquiries

Aroma (NZ) Ltd welcomes enquiries regarding any of our products. For full company and product details and range visit our website. Contract processing enquiries are also welcome. Further details and supporting technical data on all Aroma New Zealand products can be found at www.aromanz.com