

Pure manuka honey : product of New Zealand / Watson & Son ; distributed Planet Health.

Contributors

Thomas Watson & Son
Planet Health

Publication/Creation

Masterton, New Zealand : Watson & Son, [between 2010 and 2015?]

Persistent URL

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



WATSON & SON

**PURE
MANUKA
HONEY**

PRODUCT OF NEW ZEALAND

MANUKA SECRET

New Zealand

is a beautiful country known for its stunning landscape and extraordinary flora and fauna. Its island biogeography and isolation from the rest of the world has allowed cultivation of unique native plants.

Spirit Bay



Manuka *Leptospermum scoparium*

is one of the natives nurtured in this special environment. A small evergreen tree, Manuka is part of the tea tree family. Its leaves are short and spiny and the flower has five petals that can range in colour from a pure white to a vivid pink.

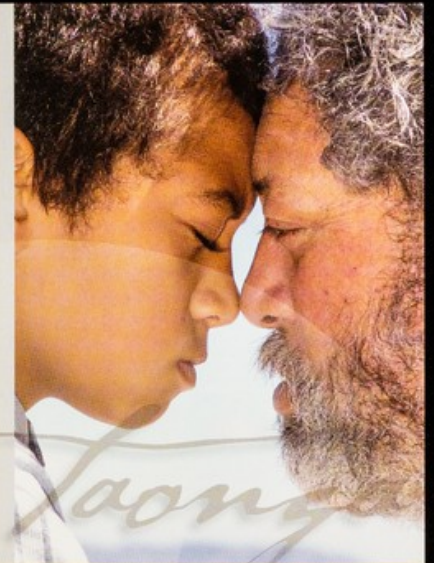
Our ancestors

revered the Manuka tree for its healing properties and some of their ancient remedies and tonics are still used today, passed down from generation to generation. It is the honey produced from the Manuka flower that has proven to be perhaps one of our greatest treasures.

SUSTAINABILITY

CEO and founder of **Watson & Son**, Denis Watson, is a descendant of the Maori chief Kahungunu. He is passionate about his people, the indigenous Maori, and assisting them to form sustainable businesses. Denis and the Watson whanau (family) are proud to work in partnership with their whanaunga (relatives), to achieve this goal.

Watson and Son forms strategic partnerships with local landowners and tribal groups in many areas of New Zealand. Together we work to protect and grow the Manuka resource through planting programs that cultivate and nurture the land. These partnerships provide access to vast areas of remote untouched Manuka forests, as well as revenue and employment to many local people.



All Watson & Son Manuka Honey is harvested by our people with great respect for the land. We believe in the Maori philosophy of 'Kaitiakitanga' that promotes guardianship and urges people to tread softly on the Earth. We are committed to ensuring the sustainability and the long-term use of our Manuka 'taonga' (treasure), and protecting the fragile elements of our ecosystem.

HARVESTING & PRODUCTION

Our operation is fully integrated from beehive to market, placing our company in a unique position to manage every stage in the production of Manuka Honey and to ensure full traceability back to the hive.

In line with our commitment to produce premium Manuka Honey, every step in the production chain has been carefully considered to ensure our honey is of the highest standard. We select each of our hive sites to make sure our honeybees will only draw from the very best areas. The finest quality Manuka Honey is produced from regions dense with Manuka and isolated from other flowering plants or trees. Once chosen, each site is then government registered and identified with a GPS locator. Our hive management system guarantees that all hives are constructed with appropriate materials and correctly maintained. The components of the hives and their foundations are all considered, along with pest and disease management. Hygiene throughout the honey harvesting and transportation process is a critical factor.





MANUKA SCIENCE

All types of honey have some therapeutic value, due primarily to a natural antibacterial property produced by hydrogen peroxide.

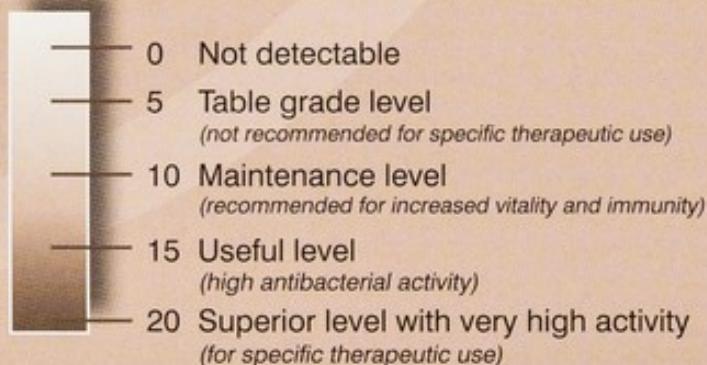
Through his research Dr Molan discovered that honey harvested from the Manuka tree contains a special antibacterial component, which sets it apart from other honeys. This non peroxide activity is stable and does not lose its potency or effectiveness when exposed to dilution, heat or light.

The natural antibacterial activity in Manuka Honey can support the natural healing of wounds when applied to the skin. If taken orally it can help to soothe the throat and digestive tract. It also contains antioxidants that may help with increased vitality and immunity.

The anti-inflammatory properties of Manuka honey help reduce pain, scarring and accelerate healing.

Each batch of Watson & Son Manuka Honey is tested by a certified laboratory and is uncompromised in quality and purity.

RANGE OF MANUKA ACTIVITY LEVELS



OUR STORY



Watson & Son was founded by scientist Denis Watson (BSc) and his son Daniel in the small rural town of Masterton, in the Wairarapa region of New Zealand.

Denis is a firm believer in the therapeutic power of bee products after over thirty years working in the New Zealand Apiary Industry. The discovery of a strong antimicrobial property in Manuka Honey by Dr Peter Molan, Ph.D., (Professor of Biochemistry at Waikato University, New Zealand), led him to focus his efforts on sourcing and harvesting this unique honey.

What started as a small business harvesting honey locally from the Wairarapa has now grown into a nationwide operation with over 15,000 hives and forty staff covering the length of New Zealand.




WATSON & SON

17 Edwin Feist Place
Masterton, New Zealand
P: 0064 63708824 F: 0064 63709484
Email: sales@watsonandson.co.nz

www.watsonandson.co.nz



 **MANUKA HONEY**
PRODUCT OF NEW ZEALAND

Distributed By

Planet Health
Bowral NSW
Australia 2576

Planet Health
Tithe Barn, Barnsley Park
UK GL7 5EG

For further information visit www.planethealth.com.au or
phone UK: 0800 157 7384 AUS: 1800 001 055 to place an order