



Rainforest Remedies Pty Ltd

ABN 26 094 499 439

MEDIA RELEASE

Farmers' breakthrough: More powerful, natural anti-bacterial products from Lemon Myrtle

Three farmers from Alstonville, on the North Coast of NSW, have joined forces to develop and market a line of personal care products based on pure essential oil from the Australian native rainforest **Lemon Myrtle** tree that, university studies show, is 30% more effective than tea tree oil in anti-microbial activity.

Paul Parrington and fellow farmers Steve Mills and Barry Daley, reasoned that their approach to making money from agriculture would be through 'vertical integration': to grow a particular natural resource themselves, with the specific aim of manufacturing a range of quality consumer products. The intention was to distribute their products domestically and internationally, while retaining control of growing the raw material, plus manufacture, quality assurance and marketing.

To start, the determined trio researched the market, focusing on what grows well in the rich and deep red volcanic soil of the Alstonville plateau in the Byron hinterland, while carefully observing any gaps in the market. Their plantations are located 90m above sea level on the edges of the Mount Warning caldera, an extinct volcano in Northern NSW.



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Sourced in sub-tropical rainforests

With a high annual rainfall and lush, frost-free growing conditions, this sub-tropical area still has some remaining remnants of native rainforest which survived the ravages of settlers in earlier centuries, who once culled the forests for red cedar and other fine timbers. Back in 1853, among the rainforest remnants were found the native species, *Backhousia citriodora*, on which their products are based.

With experience in growing avocados and macadamia nuts behind them, in 1998, the team diversified and began growing many thousands of the native rainforest Lemon Myrtle trees on their plantations.

Grown using intensive farm management practices in a chemical-free environment that uses only organic fertilizers, the leaves of the trees are steam distilled to produce the pure essential oil on which they based their natural product range. And then their research revealed an extra dimension to the oil, which became their 'secret weapon'.

Anti-bacterial and anti-fungal properties

Their 'secret weapon' was the evidence revealed by research at Charles Sturt University that the essential oil distilled from the Lemon Myrtle has strong anti-bacterial, anti-fungal and anti-viral properties, making the lemony fragrance more than 'just a pretty smell'. In fact, university studies indicated that the antimicrobial activity of *Backhousia citriodora* oil has 30% higher anti-bacterial properties and better anti-fungal properties than the well-known Tea Tree oil (*Melaleuca alternifolia*).

At this point, the challenge for the team was how to translate these findings into a line of natural, daily-use products from which any consumer could benefit. So, working together with their families, they developed Rainforest Remedies Pty Ltd, a small dynamic company, determined to take on the world, and product development began in earnest.

Six years later, **Rainforest Remedies** has developed and manufacture a range of products* including:

- **Lemon Myrtle soap**
- **Lemon Myrtle Essential Oil**
- **Foaming Lemon Myrtle Pure Soap (liquid)**
- **Lemon Myrtle Body Lotion**
- **Lemon Myrtle Hand Cream**
- **Lemon Myrtle Hand Wash**

Meanwhile, the team has been receiving very positive endorsement from users confirming their reduction of dermatitis symptoms and other skin ailments after using natural Lemon Myrtle products.

The product range is sold throughout Australia in a range of outlets including Coles supermarkets, pharmacies, health food shops, gardening centers, gift stores and is exported to the United Kingdom. Its soft green packaging depicts the rainforest origins of the Lemon Myrtle, and is carefully designed for universal appeal.

Paul, Steve and Barry are happy to be called for interviews and can be contacted at (02) 6628 5532. For more details on their product range, phone **Rainforest Remedies**, or view their website, www.rainforestremedies.com.au

* (See **Product Information Sheet** or *Website for details*)