

**TRUE BLUE**  

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*Organics*



*Beauty is skin deep,  
Well-being is absolute*



## Background and Certification

True Blue Organics came into being when we chose to leave the city lights in favour of the remote West Coast in 1983. The concept of an organic, sustainable venture was present from the outset and was borne out in the raising of our family and the establishment of our responsibilities to Karamea, the rural community we call home.

*"I have always been interested in growing things, in being sustainable and self sufficient as much as possible. I studied Biodynamics before coming to the West Coast from Christchurch in 1984 but it was not until we moved to our Otumahana property that I have been able to fulfil my dream of having a certified organic property and making part of a living from the land."* - **Maggie Macbeth**

In 1993 we purchased a 3-hectare property on the shores of the Otumahana Estuary and three years later undertook our first trial planting of *Melaleuca alternifolia* (Australian Tea-Tree). Research had indicated that our area was similar to the natural locations of *Melaleuca* in Australia, being frost free and with a high rainfall and moisture retentive soil.

The property was certified organic by BioGro NZ in 1996 and is still the only certified organic property on the South Island West Coast. I decided to work with BioGro as I welcomed

their high standards and customer acceptance.

This certification covers the production of Tea Tree, Pasture, Woodlot, Apples, Pears, Feijoa, Calendula and Lemon Verbena; and a

licence to process Australian Tea Tree oil, Tea Tree Hydrosol, Mystique Skin Toner, Formula 1 Cleaner and Lemon Verbena Hydrosol.

The Tea Tree oil is permitted as an organic input under the Livestock Health and Nutrition section and the Formula 1 cleaner as an approved Facility Management input.

Our TLC Balm, Hand Sanitiser, and the Calendula oil are fully certified organic products.



## True Blue Organics Product Family

The main business of True Blue Organics has been the production of organic Tea Tree essential oil and hydrosol from *Melaleuca alternifolia* trees planted on our farm in 1996.

*Once we were confident that our Tea Tree oil passed the stringent Australian and international standard, we developed some value-added products that would include the essential oil, the hydrosol and the extract from calendula flowers grown on the property.*

The essential oil is sold in large and small quantities and is used in the Hand Sanitiser, the Formula 1 household cleaner and deodoriser, the TLC Balm and soaps.

The hydrosol, or aromatic water, the co-product of the distillation process, is the base of our Skin Toner and the perfect organic substitute for water in both the Hand Sanitiser, the TLC Balm and the Calendula soap.



*We are particularly interested in products that utilise the natural antifungal and antibacterial properties of *Melaleuca alternifolia* oil to create therapeutic ointments, lotions and applications that bring healing and well being to people and animals.*

## Tea Tree Oil - *Melaleuca alternifolia*

Tea Tree oil is the general name given to the essential oil produced by steam distillation of the leaves of *Melaleuca alternifolia*, a species of the *Myrtaceae* family. This group includes several species of *Melaleuca* whose oil can have completely different properties. It also includes Tea Tree from some of the native New Zealand *manuka*, *leptospermum scoparium*, and *kanuka*, *kunzea ericoides* species.

The chemical composition of Tea Tree oil is defined by the International Standard for Tea Tree oil (ISO 4730:1996) entitled "Oil of *Melaleuca terpinen-4-ol* type". This specifies levels of 15 of the more than 100 components in pure Australian tea tree oil.

If Tea Tree oil is being used for its proven properties, such as antimicrobial activity, then it is important to use the oil that meets the Standard, since this is the type of oil which has been studied and characterised most fully.

Our main product is the pure Tea Tree essential oil which is the base ingredient for all True Blue products. Tea Tree oil enjoys a rich history and while there is a wide range of established uses, the main categories are skin-care, aromatherapy, antibacterial applications and cleaning.

*Melaleuca has been researched since the 1920s before the advent of synthetic antibiotics. The growing popularity of natural plant products amidst the realities of resistance to antibiotics has led to major investment into research. True Blue Organics is using this research and combining it with certified organic sustainable methods of production.*

The oil is packaged in 5ml, 12ml, 30ml blue glass bottles which keep out the light to protect the original quality of the oil. It is also available in larger quantities on demand.

True Blue Organics oil is currently sold through selected organic and health retailers throughout New Zealand. We also currently supply in bulk to organic dairy farmers, aromatherapists, soap and skin care manufacturers.



## TLC Balm

TLC Balm, our leading skin care product, is a unique formula that blends Tea Tree Essential Oil, Lavender and Calendula into a naturally medicated ointment.

The combination of True Blue Organics Tea Tree oil, our home grown organic Calendula flowers infused in organic sunflower oil together with active manuka honey and beeswax sourced from our wild West Coast, creates a unique and powerful synergy. The fine *Lavender angustifolia* oil is produced in Taupo, New Zealand.



*The antibacterial, antifungal and antiviral properties of Melaleuca alternifolia oil combine with the traditional anti-inflammatory and healing action of Calendula. Active manuka honey is an effective natural agent against staphylococcus bacteria and has well documented wound healing properties.*

Available in attractive 30g and 50g jars, TLC Balm is beneficial on dry, chafed, cracked or itchy skin, cuts, insect bites and minor burns, to decrease the inflammation of sprains, stings and bruises. It stimulates wound healing and eases pain. It is effective on impetigo, athlete's foot, boils, acne and cold sores. It can be used to great effect as a rejuvenating night cream.

## Organic Hand Sanitiser

True Blue Organics Hand Sanitiser is free of potentially harmful synthetic antibacterials like Triclosan. It is also paraben, petrochemical, and synthetic fragrance free. It is laboratory tested and passes conventional bacterial tests.

Hand sanitisers usually contain at least 60-70% alcohol as an antimicrobial and drying agent. Tea Tree's powerful antibacterial properties allow us to reduce the alcohol content to less than 30%. Adding lemon oil and our own organic moisturising Calendula oil we complement Tea Tree's pleasant fragrance in a safe and natural fashion.

*"The hand sanitiser is great, the smaller one is perfect for my handbag and the other one, I have handy in the office!! It leaves no excess dryness as do most alcohol based ones and smells lovely."* **Leila - Wellington Hospital**



Available in economical 60 and 200ml pump bottles, a single application will leave your skin clean and fragrant

## Mystique Skin Toner

True Blue Organics Mystique Skin Toner is 100% pure organic Tea Tree hydrosol with no added emulsifiers, alcohol or preservatives. It is antiseptic, astringent and cooling – the ultimate toner for all skin conditions. It softens, hydrates, heals and stimulates immune cells to clean up harmful bacteria and dead cells.

Hydrosols are the pure co-product of the steam distillation of plant material. When plants are

steam distilled to produce essential oils, some valuable compounds of the plant, that are not found in the essential oil, become dissolved in the distillation water.

This condensed fragrant steam is known as hydrosols or aromatic waters. It contains some drops of the essential oil as well as water soluble plant properties which are anti-inflammatory and non-irritating for sensitive skin. The micro drops of essential oil provide the scent and taste. The plant components give the hydrosols their herbal therapy properties. Hydrosols are gentle yet powerful therapeutic agents in their own right.

Excellent as a wipe for babies and children. During summer or when travelling it can be used as a facial spray to revitalise and hydrate the skin, freshen and purify the air.

Mystique can be used undiluted internally to treat ulcers and for oral hygiene. Externally, apply to oily or blemished skin; after-shave rash, sunburn; athlete's foot, as an underarm or foot deodorant.

Available in 125ml blue glass or 50ml handy blue plastic mist bottle.



## Formula 1 Household Cleaner and Deodoriser

Formula 1 is a unique certified organic cleaner and deodoriser containing Tea Tree hydrosol supercharged with Tea Tree essential oil for added potency.

When the Melaleuca plants are steam distilled to extract the essential oil, the Tea Tree hydrosol, or aromatic water, is a natural byproduct of this process.

*This sterile condensed steam contains all the antibacterial and antifungal effects of Tea Tree essential oil in a naturally diluted form.*

It performs well as an antibacterial wipe for all surfaces and neutralises kitchen and bathroom odours. It keeps mould away in showers.

Use Formula 1 as a general laundry soak – it removes unpleasant smells from clothes and acts as an effective disinfectant for cotton nappies and potties. Great for animal stains and smells



No emulsifiers or preservatives. Available in 500ml sprayer bottle or 2 litre refills.



## Original True Blue Tea Tree Soap

This family sized 100g soap lathers beautifully. It cleans and protects leaving the skin refreshed. Good for rough, cracked or blemished skin and as a shaving lather. Ideal for use on even sensitive skin.

Naturally fragranced with 1.5% organic Tea Tree oil. No animal ingredients. This soap contains palm kernel oil with added glycerine for extra softness.

Keep all soaps in a well-drained container.



*"I have been using the soap from the original package and I want to tell you that I love it. It lathers really well on my flannel, cleans well, smells nice and I feel refreshed after my shower. The cleaner is good as well and the scent really pleasant. I shall definitely be ordering more soap later and will recommend it to my friends. These products being NZ made is also a draw for me." - Raewyn*

## Tea Tree Calendula Soap

Out of respect for our customers and the environment the Tea Tree Calendula soap has been reformulated. Cocoa butter has replaced palm kernel oil so it is truly a 'feel good' soap.

This superior 100g soap is made by hand, in small batches, using traditional methods with low heat and a long curing process. Based on high quality plant oils that moisturise and soften the skin.

The combination of our organic Tea Tree essential oil, Calendula oil and petals with West

Coast manuka honey creates a simple clean aroma and contributes to the moisturising and medicinal properties of this soap.

No artificial colouring, fragrance or animal products are included.

Ingredients: Tea Tree floral water\*, Rice bran, Olive, Coconut, Sweet Almond & Wheatgerm oils, Cocoa butter, Calendula oil\*, Sodium Lye, Tea Tree essential oil\*, manuka honey\*, Calendula petals\*      \*Certified Organic





## *Calendula Infused Oil*

True Blue Organics creates Calendula infused oil from the dried petals and sepals of the calendula flowers grown in Karamea and certified organic by BioGro. The petals are harvested, dried and then infused in certified organic sunflower oil.

Sunflower Oil is expressed from the seed. It contains useful amounts of essential fatty acids and a high amount of vitamin E. The aroma is a faint and sweet, slightly nutty scent. Sunflower oil is good for all skin types for use in beauty and skin care and can be blended with a variety of other base oils.

The anti-ageing properties of Calendula oil, known to ancient Egyptians, may be related to the high content and diversity of carotenes, phytosterols, polyphenols and essential fatty acids (EFAs.) It has been traditionally used for skin care in the Mediterranean regions to help preserve skin freshness, protect skin from over drying, and to help reduce sun-induced wrinkles and sun caused ageing during summer time.

Products with Calendula oil: TLC Balm, Organic Hand Sanitiser, Calendula Tea Tree Soap.

*Calendula oil is good for all skin types, and is considered valuable for treating skin damage such as wounds, scars, burns, inflammation and other injuries as it is said to be an effective aid in tissue regeneration. It has anti-inflammatory, anti-spasmodic qualities.*



## Hydrosols

When plants are steam distilled to produce essential oils some very valuable compounds of the plant that are not found in the essence become dissolved in the distillation water.

*This condensed fragrant steam is known as hydrosols or sometimes, aromatic waters. They contain some drops of the essential oil as well as water soluble plant properties which provide anti-inflammatory, calming plant components without the irritants. The micro drops of essential oil provide the scent and taste. The plant components give the hydrosol its herbal or floral therapy.*



According to Australian laboratory results, Tea Tree hydrosols usually contain 500 to 2000 ppm of oil in solution with an average 1000 ppm. Of this oil, terpinen-4-ol is usually about 60-75%, cineole 1- 5% and alpha-terpineol 5-20%.

The amount of oil in hydrosols depends on the configuration of the condenser, the temperature of the distillate, the rate of distillation and the amount of oxygenated compounds in the oil itself. TTO has 40 to 50% oxygenated constituents in it.

When freshly distilled, hydrosols are pure and free of bacteria but as they contain no preservatives they should be kept in a cool, dark place. Refrigeration is the preferred method in order to inhibit bacterial growth that can naturally occur over time.

Uses: Hydrosols are gentle yet powerful therapeutic agents in their own right. They are antiseptic, astringent, anti-inflammatory. They hydrate, heal, and stimulate immune cells to clean up harmful bacteria and dead cells.

Uses include: a superb toner for acned skin; the ultimate facial skin toner, after shave; a baby wipe; washing out wounds or cuts. They effectively deodorise rooms, objects or surfaces.

True Blue Organics products containing hydrosol; Mystique Skin Toner is 100% Melaleuca hydrosol; Formula 1 Tea Tree spray and cleaner is 99.9% hydrosol with added essential oil; in both the TLC Balm, the Dry Skin Salve, and the Calendula soap hydrosol has replaced water.

Hydrosols are a very under valued product here in New Zealand although there is increasing recognition of their properties and values, particularly from cosmetic manufacturers who are able to use True Blue Organics certified hydrosols to replace water and thereby increase the organic content of their products.

Our Tea Tree Hydrosol is used in Dr Wendy's 100% Botanical Skin Care – both the gentle range and salon foot cream. Dr Wendy also uses it in a few earth's gift natural skin care products- the anti-acne range and aftershave. In September 2011, True Blue Organics hydrosol featured as an ingredient in a new internationally acclaimed product – Dr Wendy's 100% Botanical Skin Care Balance Toner.

## Harvesting

Harvesting is done by coppicing the trees on a regular rotation every second or third year, so the trees range in height from half a metre up to about five metres.

The trunks are honey-coloured, with peeling, papery bark, and the leaves are soft and feathery, a medium, slightly olive green. In the big Australian plantations, harvesting is done with a machine, which cuts the trees near ground level. At True Blue Organics we use a chainsaw or machete and cut them about a metre from the ground. The trees have very vigorous growth and regrowth and about 90% of our original plants are still producing fifteen years later.

Once harvested, the branches are piled onto a trailer and carted to our barn where they are stacked and left to wilt for a few days. If the leaves are wilted it is easier for the steam to act on the oil glands in the leaves and shortens the distillation time. The branches are then trimmed into short lengths with a machete. Hand processing allows any insects and weeds which could cause allergies, to be removed, making the oil a pure product. Larger trunks and branches that are not distilled are chipped and used as a mulch around the garden.

*Today we received your Tea Tree sample. It is very beautiful! The nicest quality Tea Tree Oil that we know of, or have ever experienced. Your Oil brought some beautiful sunlight for us into a very challenging day.*

*Please be sure to include in this shipment lots of samples of your other amazing products! We will probably want to carry them in our Aromatics Shop.*

*You guys sure do nice work. We and our customers greatly appreciate that.'* –

**Avraham, Tiferet Aromatherapy, Israel**



## *Distilling*

We distil regularly over the summer and less so in winter. About 50 kilos of Tea Tree branchlets are loaded and packed by hand into a big metal pot and steamed for about an hour, yielding a minimum of 500 mls of oil. The distillation equipment is all stainless steel.

The rain-water filled boiler is heated by wood from our own wood lot and constantly monitored to maintain an even temperature at low pressure. The water turns to steam, which is forced through the steaming pot, taking with it the oil vapours. Both the steam and oil vapours then condense as they run through a pipe to another metal container where the oil floats on

the top, and is siphoned off through an overflow pipe, while the water is released through a lower 'underflow' pipe.

At the moment we are producing enough oil to satisfy the needs and demands of our customers but because we anticipate an increase in demand for the oil we will be planting more young plants each year.



**Margaret and Hamish Macbeth**  
**True Blue Organics**  
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**RD 3**  
**Karamea 7893**  
**New Zealand**

**Phone +64 3 782 6888**

**[www.TrueBlueOrganics.co.nz](http://www.TrueBlueOrganics.co.nz)**

## **Retail Outlets**

### **South Island**

#### **Takaka**

Golden Bay Organics 47 Commercial Street,  
Takaka 03 525 8677

#### **Nelson**

Aromaflex 280 Trafalgar Street  
03 545 6217  
Coolstore Gallery 8 Aranui Road Mapua  
03 540 3778

#### **Christchurch**

Liberty Market/Seven Fields Cnr Moorhouse  
& Fitzgerald Ave 03 366 0887  
Piko Wholefoods 248 Stanmore Road  
03 366 8116  
Lytel Piko 12 London Street, Lyttelton  
03 328 8544  
Opawaho Organics, Shop 2B, 140 Colombo  
Street 03 982 3749

#### **Westport**

Health 2000 112A Palmerston Street,  
03 789 7595  
Ko Minaya Wholefoods 181 Palmerston Street  
03 789 8512

#### **Karamea**

Karamea Four Square Market Cross  
03 7826 701  
Karamea Information Centre Market Cross  
03 7826 652

#### **Oamaru**

Brydone Growers Farm Shop 469 Alma-  
Maheno Main South Road 03 434 6744

#### **Dunedin**

Taste Nature 131 High Street 03 474 0219

#### **Riverton**

South Coast Environment Society, 154  
Palmerston Street 03 234 8717

#### **Wanaka**

Soulfood 74 Ardmore Street 03 443 7885

### **North Island**

#### **Wellington**

Commonsense Organics 260 Wakefield Street  
04 384 3314  
Commonsense Kilbirnie 7 Bay Road, Kilbirnie  
04 387 1751  
Commonsense Kapiti Coastlands Shopping  
Centre, Paraparaumu 04 298 7205  
Commonsense Lower Hutt 37 Waterloo Road  
04 566 4783

#### **Palmerston North**

Organic Living Broadtop Shopping Centre,  
Terrace End 06 353 0549

#### **Hastings**

Cornucopia 221E Heretaunga Street, Hastings  
06 876 6248

#### **Auckland**

Extracts - Westfield Downtown, Cnr Customs  
& Albert Sts 09 978 5113  
Huckleberry Farms 240 Greenlane Road  
West, Epsom 09 630 8857  
i.e. Produce 1 Barry's Point Road, Takapuna  
09 488 0211  
East West Organics Unit 7, 273 West Coast  
Road, Glen Eden 09 818 9524  
Zest Health 8 Victoria Street, Devonport  
09 446 1010

#### **Waiheke Island**

Waiheke Organic Food 20 Tahi Road, Ostend  
09 372 8708

## *Wild Blue Yonder*

**Screened on TV NZ Country Calendar on 09 June 2007**

Hamish and Margaret Macbeth wanted a way to make a living in their favourite part of the world, the West Coast – so they’ve developed a unique crop that allows them to mix work and lifestyle together.

‘TV NZ Country Calendar’ visits their Karamea property where they grow organic Australian tea tree, and sell the oil from the leaves, which is in demand for its health-giving qualities. Their 3.2 hectares of land is on a picturesque strip of land nestled between Kahurangi National Park and the Tasman Sea.

“We didn’t want to have nine-to-five jobs in the city,” says Hamish. “We wanted an active, healthy and varied lifestyle.”

Hamish and Margaret found the northern West Coast’s subtropical climate, mild temperatures and high rainfall ideal for growing tea tree. They harvest the plants once a month by cutting them at waist height. They extract the tea tree oil from the leaves by steam, using a wood-fired boiler.

They bottle the organic oil and sell it as ‘True Blue’ tea tree oil at various health stores, and it’s also used in a number of home-made products created by Margaret. While most of the oil is currently sold in New Zealand, they have started exporting small amounts to the United States.

*Margaret has also been researching the potential for tea tree oil as a natural cure for mastitis in organic dairy cows.*

Hamish and Margaret originally moved from Christchurch to the West Coast in the 1980s so they could raise their four children in a more natural environment. Their current property is one of only three certified organic farms on the West Coast.

They also run organic beef cattle, sheep and chickens, and have their own beehive that

provides them with pure native bush honey, plus they’ve recently established an organic feijoa orchard.

“We like to know where our food comes from and we’re also conscious of food miles, so being able to supply ourselves and others with locally raised organic food is important to us,” Hamish says.



*Tea tree’s natural habitat is on the edges of swamps, so with the high water table at the Macbeths’ property, the plentiful rainfall and the mild climate of Karamea, conditions were ideal. There was the added benefit of being the first, and still the only, organic tea tree oil producers in the country. The plantation now has 4000 trees.*