

We are an industry leader in the development and production of high-quality freeze dried nutritional supplements for humans and animals.

Dedicated to research, Aroma (NZ) Ltd 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 Bio-Active™ 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.

For over four decades, Aroma has been run as a family business. Established by R.J Winters in 1961, the company currently has two generations of the family overseeing the management, strategic planning and day-to-day production activities. We are proud of many long standing relationships we've formed with clients over the last 40 years, with the development of our freeze dried marine nutritionals enhanced by some key company strengths.

First – research is everything. Innovative thinking and development sets us apart from the rest. Our manufacturing process has been designed to unlock every trace of potential from the marine sources we use.

Secondly, we do what we're good at. It may sound obvious, but we have only become a recognised leader in the joint-care industry through careful analytical practice and appropriate technology investment. Our systems

have been refined to deliver consistently across a key product ranges.

Third, quality counts. We only source our marine products from the pristine waters off the New Zealand coastline. Rich in chondroitin sulphates and glycosaminoglycans, these vital ingredients heal and support specific joint and connective tissue areas and can repair debilitating cartilage injuries.

And last, but not least, we put it to the test. Now we could be content to sit back and say, "the results speak for themselves". But, with leading nutritional and veterinarian companies around the world relying on us, we deliver scientific verification on the quality of our products.

With sound financial and production policies, these capabilities have resulted in long-term stability and security for suppliers and clients all over the world.



Purity

A Commitment To Quality

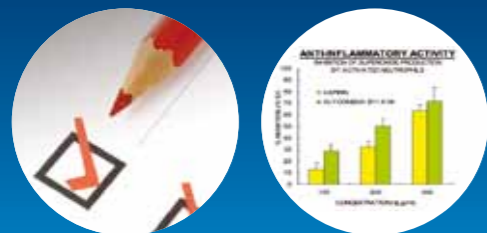
Aroma holds fish export license no. 167 and fish processing premises license no PH35 which attest that the company adheres strictly to the standards laid down by the New Zealand Food Safety Authority (NZFSA).

The Quality of our export Fish Products is ensured by a comprehensive quality control programme which is NZFSA-approved and inspected. It comprises pre-operation checks; daily compliance checks of premises, product, processing, and personnel; and continuous processing control. Compliance with the above

Product Testing and Verification

“Aroma’s products are tested by an independent accredited laboratory ensuring that all test results are applicable for every production batch.”

As Aroma is at the forefront of new marine extracts, it is vital to test for the anti-inflammatory and bio-active properties in our marine extracts.



These anti-inflammatory and bio-active assays are carried out by:

- Trinity BioActives Ltd.
- Plant @ Food Research Ltd.
- Industrial Research Ltd.

These test results validate that our green-lipped mussel extracts and shark cartilage products contain natural anti-inflammatory and bio-active properties.

regulations enables us to export worldwide including Canada, USA, and EU.

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 recorded 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.

The Systems that Count

New Zealand is recognised for having the most pristine environment in the world. We are a South Pacific nation, secluded and surrounded by deep, pure waters.

Isolated from heavily populated and polluted areas, the high quality of our natural environment, spectacular coastlines and water purity make New Zealand one of the most ideal countries for growing seafood. Seafood with the quality and flavour that is a true reflection of its source.

Aroma NZ Ltd is licensed by the New Zealand Food Safety Authority for export to all countries, and all incoming raw materials are strictly selected to ensure only the highest quality produce is used in our production.

All products are HACCP approved and comply with Good Manufacturing Practices.

Complete traceability of raw materials is part of our strict quality assurance system so we can trace back to the exact Greenshell Mussel farm for every local/export consignment.

With our strict systems and sourcing of quality, sustainable raw materials the quality of our products can be assured.



Quality

Human health products

Full product information can be found on our website: aromanz.com

GlycOmega™ Greenshell Mussel Powder

Freeze Dried (stabilized) Greenshell™ Powder / Green Lipped Mussel Powder

- Supports connective tissue and joint functions.
- Rebuilds synovial fluid in joints, ligaments and tendons.
- Rich in Glycosaminoglycans (GAG's) Omega-3 fatty acids.
- Anti-inflammatory activity tested/verified by Trinity Bioactives Ltd.

GlycOmega™ provides a rich source of all major classes of Glycosaminoglycans GAGS which are principle components of cartilage and the synovial fluid found in the joint. These GAGS provide flexibility, elasticity and tensile strength to the articular cartilage. The severity of arthritis is directly related to the loss of GAGS content with the joint and surrounding cartilage.

GlycOmega™ Joint Care Topical Cream

GlycOmega™ cream provides a unique combination of Green Lipped Mussel Oil, Chondroitin & Glucosamine Sulphate. These natural ingredients combine to provide 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 contains a unique blend of Omega 3 marine lipids; the oil inhibits inflammation, relieves arthritic symptoms and aids in the recovery of arthritic and injured joints.
- Chondroitin and Glucosamine Sulphate compounds work together to deliver a synergistic effect that promotes healthy cartilage and provides shock absorbing properties to the joint.

GSM-Oil™ Greenshell Mussel Oil

Greenshell™ Mussel Oil (Perna Canaliculus) / Green Lipped Mussel Oil

GSM-Oil™ contains a unique group of polyunsaturated fatty acids (PUFAs) which work together to improve:

- Circulation and oxygen intake.
- Rheumatoid arthritis, reduce inflammation.
- Skin disorders.

SCP-Active™ Shark Cartilage Powder

- Excellent source of Chondroitin Sulphate, Glycosaminoglycans (GAG's) and Calcium and Phosphorus.
- Helps rebuild damaged joint and tendon problems by helping regenerate worn cartilage in arthritic joints.
- Helps reduce pain, stiffness and inflammation in the afflicted areas as well as increasing joint mobility.
- Contains high anti-inflammatory agents.
- Stimulating and strengthening the immune system.
- Anti-angiogenesis (Limiting the growth of blood vessels).

Bio-Active™ Shark Cartilage Powder

Every Production Batch of Bio-Active™ Shark Cartilage Powder is certified for antiangiogenic activity by Trinity Bioactives Ltd.

- Patented manufacturing process.
- Powerful antiangiogenic activity. (Preventing new blood vessel growth which breaks down cancerous tumours and diseases.)
- Protects the natural balance of bone, joint and limb tissues by providing a natural safeguard against inflammation and stress to limbs.
- Contains natural Chondroitin Sulphate with excellent anti-inflammatory activity.
- Excellent natural immunity booster.
- Can rebuild and repair inflamed, damaged, joints and connective tissue.

Oyster-NZ™ Powder

Freeze Dried Oyster Powder (Crassostrea gigas)

Oyster - NZ™ is New Zealand premium grade Freeze Dried Oyster Extract. Derived from the New Zealand species (Crassostrea gigas). Oyster - NZ™ is an excellent dietary supplement rich in Taurine, Zinc and Glycogen which are beneficial for cardiovascular health, blood pressure, liver problems, arthritis and rheumatism and skin care.

The Oyster - NZ™ flesh is collected at certain times of the year when in its most concentrated form. The unpolluted waters of the marine farms in which the oysters (Crassostrea gigas) are cultivated are continually monitored to ensure purity and quality.



Human health products

Full product information can be found on our website: aromanz.com

Hydro-MC™ Marine Collagen Powder

Marine Collagen Powder

Hydro-MC™ is New Zealand premium grade Hydrolyzed Marine Collagen Powder.

Our marine hydrolyzed collagen provides moisturising benefits for both skin and hair. With its polysaccharides, vitamins and essential sea minerals, it aids in the healing and structuring of connective tissue.

Collagen is the main natural protein that makes up our ligaments, joint, hair, skin and nails and provides our bodies with structural support.

Abalone Powder

(Halliotis Iris)

- Valued as a general health enhancement of the liver.
- Abalone Powder is high in energy and contains a wide range of important minerals including Potassium, Phosphorus, Iron, Sodium, Magnesium, Copper, Zinc, Selenium and a number of Vitamins, especially Vitamin B12.
- Abalone Powder nourishes and strengthens the body.
- Abalone Powder is beneficial to the heart, contains natural unsaturated fish oils W-3 and W-9 and promotes normal circulation throughout the body.
- Abalone Powder promotes overall health, stamina through support of the immune system.
- Abalone Powder promotes sexual function.
- Being rich in Vitamin A, E, and selenium, it helps to reduce the harm to the human body caused by eating non-fresh, oxidised food, over consumption of alcohol and antioxidants.
- Abalone Powder is an effective prevention of Anemia.

Fish Protein Powder

Derived from 100% Fish Meat from selected New Zealand fish species

- Fish Protein Powder is an excellent dietary supplement which can be added to a diverse range of products to provide a healthy source of easily digested protein.
- Fish Protein Powder can be added to weight loss and protein supplements and can be used as a powder capsule filler.
- Fish Protein consumption can benefit the heart by lowering blood pressure and plasma total cholesterol.
- In any area of the food chain where protein is a requirement for health and nutrition, as well as for all animal feed products, Fish Protein Powder can be used as a protein base.

Chondroitin Sulphate

Chondroitin is an ingredient found commonly in dietary supplements used as an alternative medicine to treat osteoarthritis and also approved and regulated as a symptomatic slow-acting drug for this disease in Europe and some other countries. It is commonly sold together with glucosamine. Chondroitin and glucosamine are also used in veterinary medicine.

Bovine Trachea Extract

Our Bovine Cartilage Extract is a rich source of:

- Natural Chondroitin Sulphate (>20%).
- Glycosaminoglycans (also known as mucopolysaccharides).
- Collagen (Type II Collagen)

Chondroitin sulphate derived products have become internationally recognized for their natural anti-inflammatory properties. Aroma (NZ) Ltd now offers Bovine Trachea Extract which contains naturally occurring chondroitin sulphate.

Sea Cucumber Powder

- Sea Cucumber Powder is a rich source of polysaccharide chondroitin sulphate.
- Sea Cucumber Powder has the ability to reduce arthritis pain.
- Its action is similar to that of glucosamine sulphate, which is useful for treating osteoarthritis.
- Chinese studies reveal that Sea Cucumbers also contain saponin glycosides. These compounds have a structure similar to the active constituents of ginseng, ganoderma and other famous tonic herbs.
- Sea Cucumber Powder is an excellent health tonic for people with chronic joint pain as well as tendonitis, sprains, ligament stress and arthritis.
- Aroma (NZ) Ltd. Sea Cucumber Powder is of the highest quality as it is not processed by traditional methods, such as cooking which destroys and breaks down the natural chondroitin sulphates.
- Non Gamma Irradiated due to good manufacturing practices.



We also offer a range of water soluble extracts, e.g. chondroitin sulphate, shark cartilage and marine collagens. Full product information can be found on our website: aromanz.com

Greenshell Mussel Powder is also called "Green Lipped Mussel Powder or Extract" – these are sometimes mistaken for different products but are exactly the same.

Animal health products

Full product information can be found on our website: aromanz.com

GlycOmega™

Freeze Dried (stabilized) Greenshell™ Powder / Green Lipped Mussel Powder

- Supports connective tissue and joint functions
- Rebuilds synovial fluid in joints, ligaments and tendons
- Rich in Glycosaminoglycans (GAG's) essential fatty acids

SCP-Active™

Shark Cartilage Powder

- Excellent source of Chondroitin Sulphate, Glycosaminoglycans (GAG's) and Calcium and Phosphorus.
- Helps rebuild damaged joint and tendon problems by helping regenerate worn cartilage in arthritic joints.
- Helps reduce pain, stiffness and inflammation in the afflicted areas as well as increasing joint mobility.
- Contains high anti-inflammatory agents.
- Stimulating and strengthening the immune system.
- Anti-angiogenesis (Limiting the growth of blood vessels).

PET-Active

PET-Active contains:

- GlycOmega™ Stabilised Greenshell (Green Lipped) Mussel Powder.
- Hydro-MC™ Marine Collagen Powder.
- Abalone Powder.

Formulated from 100% pure Marine ingredients PET-Active provides excellent anti-inflammatory activity giving pets increased joint-movement and mobility.

Abalone Powder

Halliotis Iris

- Valued as a general health enhancement of the liver.
- Abalone Powder is high in energy and contains a wide range of important minerals including Potassium, Phosphorus, Iron, Sodium, Magnesium, Copper, Zinc, Selenium and a number of Vitamins, especially Vitamin B12.
- Abalone Powder nourishes and strengthens the body.
- Abalone Powder is beneficial to the heart, contains natural unsaturated fish oils W-3 and W-9 and promotes normal circulation throughout the body.
- Abalone Powder promotes overall health, stamina through support of the immune system.
- Abalone Powder promotes sexual function.
- Being rich in Vitamin A, E, and selenium, it helps to reduce the harm to the human body caused by eating non-fresh, oxidised food, over consumption of alcohol and antioxidants.
- Abalone Powder is an effective prevention of Anemia.

Fish Protein Powder

Derived from 100% Fish Meat from selected New Zealand fish species

- Fish Protein Powder is an excellent dietary supplement which can be added to a diverse range of products to provide a healthy source of easily digested protein.
- Fish Protein Powder can be added to weight loss and protein supplements and can be used as a powder capsule filler.
- Fish Protein consumption can benefit the heart by lowering blood pressure and plasma total cholesterol.
- In any area of the food chain where protein is a requirement for health and nutrition, as well as for all animal feed products, Fish Protein Powder can be used as a protein base.

Flavoured Greenshell (Green Lipped) Mussel Powder

For Equine and Dog Joint Care Health

Flavoured Greenshell (Green Lipped) Mussel Powder is available in banana and cinnamon flavours:

- Supports connective tissue and joint functions
- Rebuilds synovial fluid in joints, ligaments and tendons
- Rich in Glycosaminoglycans (GAG's) essential fatty acids

De-fatted Mussel Powder

De-fatted mussel powder is ideal for fishing baits. Mussel powder gives off an alluring trail which fish find difficult to resist. Also suitable for flavourings and seasonings when seafood flavours are required.





*Ben S. Winters, Director,
and Ben G. Winters, Managing Director*

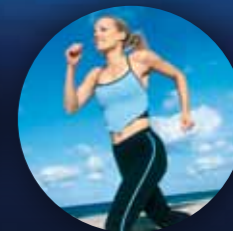
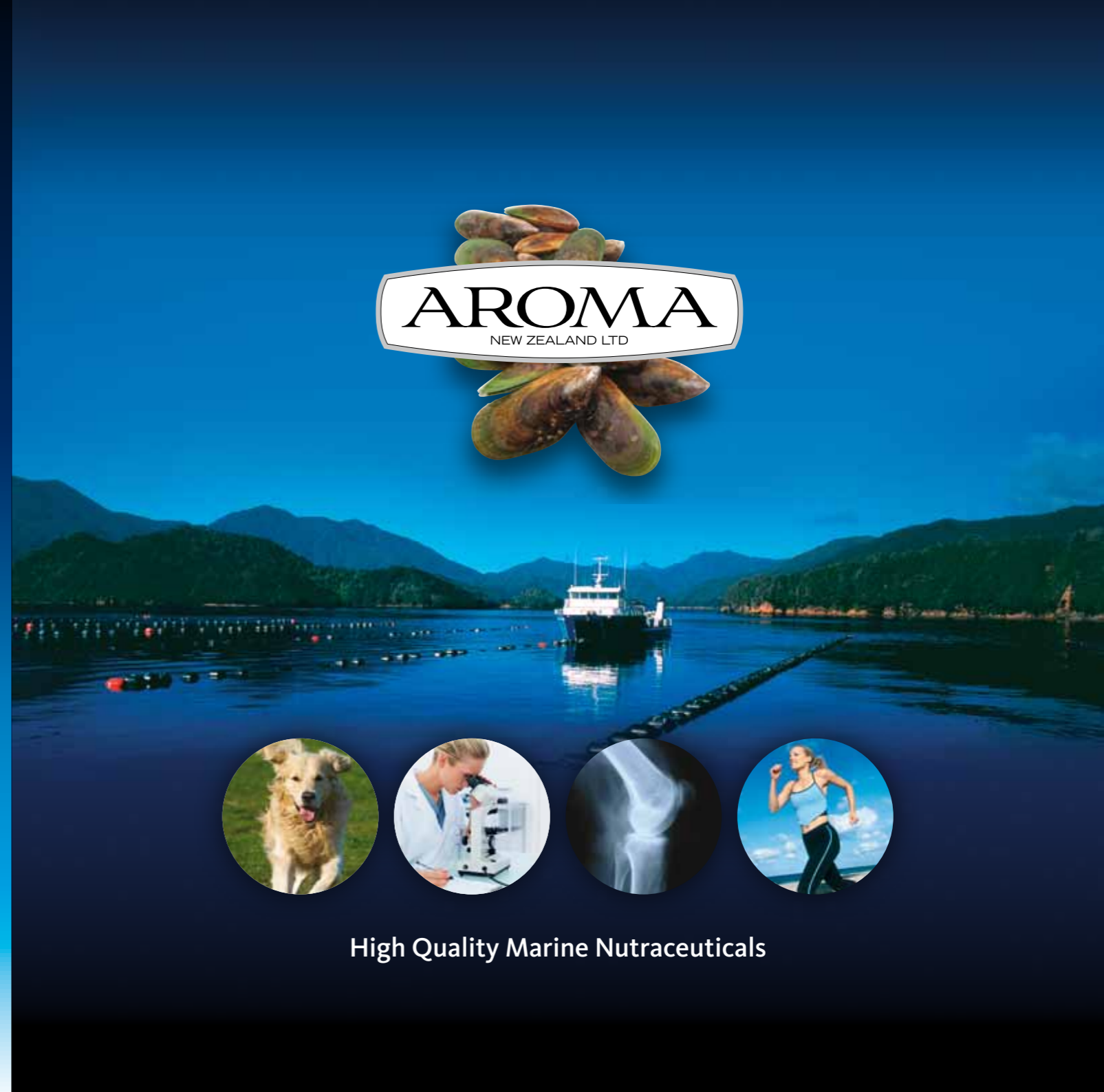


Product and service enquiries

Aroma (NZ) Ltd welcomes enquiries regarding any of the products outlined in this brochure. Contract processing enquiries are also welcome. Further details and supporting technical data on all Aroma New Zealand product can be found at www.aromanz.com

Aroma New Zealand Ltd

12 Senior Place, PO Box 2683 Christchurch, New Zealand
Phone: (64) 3 3899 005 | Fax: (64) 3 3899 095
Email: aroma@aromanz.com



High Quality Marine Nutraceuticals