

Made by
nature,
supported
by science.

DeerVelvet

Health supplements



New Zealand
Deer Velvet

A natural
building block
for wellness

Made by nature, supported by science.

Deer velvet has been an essential ingredient in Traditional Chinese Medicine for more than 2000 years. That role continues as strongly as ever today. Velvet is widely used as a natural building block for wellness – especially for body strengthening, supporting blood cell production, the immune system and cardiovascular health.

Science is now beginning to reveal how velvet delivers so many health benefits, as research findings support the traditional experience of velvet's restorative, protective and strengthening effects on the human body.¹

Deer velvet is also an ideal health supplement for the 21st Century and beyond. Velvet-based products are now available in an exciting range of new forms: everything from personalised prescriptions from the traditional consumer's medical professional, through to ready-to-use formulations for purchase over the counter – perfect for modern, busy lifestyles.



New Zealand deer velvet: Natural, high quality, and consistent



New Zealand deer velvet is grown in one of the world's most pristine and natural farming environments. Deer are farmed entirely outdoors on land that stretches from lush green pasture up to rugged and beautiful snow-capped mountains. Because the animal health status of New Zealand deer is so high, and the animals are pasture fed, they are raised in conditions remarkably similar to their ancestral environment.

This temperate land is surrounded by thousands of square kilometres of ocean, and is refreshed by bracing southerly

winds and snow flurries that bring clean air all the way from Antarctica.

New Zealand's isolation means that its farm animals are well protected from pests and diseases, and New Zealand has been exporting high-quality animal produce throughout the world for more than 150 years. Customers have come to expect safe and consistent animal products that are subjected to world-leading safety and quality assurance programmes.

Modern deer farming techniques were pioneered in New Zealand in the 1970s.



New Zealand deer velvet is grown in one of the world's most pristine and natural farming environments.



New Zealand also leads research into the quality, safety and health-giving properties of deer velvet.

Today's national herd of well over a million animals includes some of the world's finest bloodlines. Intensive genetic selection has seen the quality and conformation of New Zealand deer antler velvet improve dramatically.

By working closely with customers in Asia, our breeders, farmers and velvet marketers have developed a consistently reliable supply of velvet product that conforms to their highest standards.

Velvet is grown, collected, stored, graded and processed under the requirements of a strict quality assurance system that can give the ability to follow the product from the farm where it was raised all the way to the end user. The highest animal welfare standards are also maintained. New Zealand deer velvet is removed under direct veterinary supervision using a government-approved code of welfare.

And we can keep track where it's been grown, even after collection and processing. Each stick of New Zealand-grown deer velvet can be traced through its unique tag – right back to the farm where it was raised.

Built on tradition
– equipped for
the future

New Zealand deer velvet. It's naturally better.

New Zealand's deer velvet industry is built on a tradition extending back many centuries, while reaching forward to the future with confidence.

In today's world, consumers want to be assured that the product they are buying is genuine, reliable and high quality. Deer velvet grown, collected and processed in New Zealand provides those assurances and more.

Your customers can be confident that the products you provide based on New Zealand deer velvet are:

- grown in a natural, clean environment
- traceable
- of consistently high quality
- required to comply with New Zealand food safety standards
- genuine and reliable.



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Always read the label and use as directed. If symptoms persist see your healthcare professional.

Note:

¹ Haines SR and Suttie JM. Deer Velvet Technical Manual: *Scientific Information Relating to Use of Deer Velvet as a Dietary Supplement*. Deer Industry New Zealand; July 2009.

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