

Truly Ethical Health & Beauty Products



Health & beauty solutions from Weleda

Inspired by nature and holistic science Weleda has created a range of truly natural health and beauty products.

Our promise to you

- To delight your senses with gentle and effective products that nurture and heal
- To actively work with biodynamic farm methods to promote ecology and conservation
- To create fair trade partnerships for a more positive impact on the world
- To continually invest in research so that we can develop the very best health and beauty products that nature can provide

We see beauty everywhere. It's in the soil we till, the flowers we grow and the partnerships we build that honour the human spirit and respect the natural world.



www.weleda.com.au

www.weleda.co.nz

in harmony with nature

WELEDA

An introduction to Anthroposophic medicine

At Weleda, everything we do is informed by our commitment to the philosophy of anthroposophy. It might be complicated to pronounce, but anthroposophy is based on very simple, commonsense principles.

Anthroposophy was developed by the Austrian scientist and doctor of philosophy Rudolf Steiner (1861-1925), and is a truly holistic way of looking at the world, and man's place in it. Taking its name from the Greek words anthropos (human) and sophia (wisdom), anthroposophy views each person not just as a physical body, but as a conscious, spiritual and evolving being who is interconnected with their family, community and the environment around them.

Steiner applied his research to many areas of life, and his work has had far-reaching and enduring consequences. For example, he developed the schooling system that bears his name, which supports the physical, soul and spiritual growth of each child as they develop into free and responsible adults. He is also the founder of the principles of biodynamic farming, which he applied to his work with plants and herbs to develop anthroposophic medicine.

An introduction to Anthroposophic medicine (continued)

Anthroposophy takes a similarly holistic view of healthcare and medicine, considering symptoms and illness within the context of an individual's body, mind and spirit, as well as within their social and family networks.

On this basis, anthroposophic treatments support both physical and emotional healing. Believing that healing will occur naturally when the mind, body and spirit are in a state of balance, anthroposophic healthcare practitioners also educate their patients to participate actively in the healing process and adopt a healthy lifestyle.

In addition to anthroposophic medicine, patients may be prescribed therapies which encompass fundamental and well-known alternative treatments.

These therapies are considered particularly valuable for patients experiencing emotional issues or chronic (long-standing) health problems, and can be very beneficial in terms of both relieving symptoms and improving patients' quality of life.

Anthroposophic medicines may also be prescribed, always with the goal of treating the cause of the illness rather than suppressing the symptoms. Ingredients employed in the production of anthroposophic medicines, include herbal and homoeopathic remedies, along with essential oils and mineral compounds.

Weleda has been making anthroposophic medicines according to Dr Steiner's exacting requirements since 1921, creating remedies and body care products exclusively derived from nature. From humble beginnings, Weleda is now an international company, but we still adhere to these original quality standards, and continue to use biodynamic and organic ingredients to create our unique preparations. All our formulations are free of synthetic preservatives, fragrances, colours and parabens.

Dr Steiner's philosophies about medicine and healthcare have never been more relevant than they are today. Weleda anthroposophic medicine, practiced across five continents in 51 countries (particularly across Europe where Weleda was founded nearly 90 years ago),

has been integrated into public healthcare systems, used in hospitals and even taught at some medical schools.

In the 1950s Weleda set up operations in New Zealand and today have a dedicated biodynamic farm and manufacturing facility in Havelock North servicing the Australasian market. Weleda is New Zealand's only natural pharmaceutical company with a licence to manufacture registered medicines, meaning Weleda medicines can legally carry therapeutic claims. They are manufactured to the internationally recognised New Zealand Code of Good Manufacturing Practice (GMP) for pharmaceutical products.

Anthroposophic treatments have been the subject of more than 200 clinical studies, many of them showing that the methods and medicines employed can help to improve patients' symptoms and improve their quality of life.

Anthroposophic medicines for cough and cold relief

Susceptibility to cold or flu is dependent on a person's general state of health. Colds are a sign that the immune system is weakened and susceptible to viral infections. Weleda has created a number of herbal and homoeopathic medicines that strengthen the immune system and help to relieve symptoms of cold and flu.

Echinacea/Thuja Comp.

Strengthens the immune system. Its primary use is for winter ailments such as cold and flu. It is also used for the prevention and treatment of infections, such as poor wound healing and skin conditions.

Cold and Flu Pilules (Ferrum Phos. Comp.)

Relieves cold and flu symptoms such as fever, muscle ache, headache, sore throat, sneezing, running nose and cough. This product is ideal for babies and young children as it is alcohol-free and dissolves quickly in the mouth.

Organic Cough Elixir

A soothing expectorant for the relief of wet and dry coughs, it does not act as a suppressant. It is suitable for children through to adults. ✨

The basics of biodynamics

The biodynamic method of agriculture developed by Rudolf Steiner, aims to provide long-term sustainability, improving soil fertility over time. It is so much more than simply not applying chemicals.

Biodynamic cultivation goes a step further than organic, using biodynamic fertiliser preparations to further support the earth and crops.

Natural sprays that comprise of silica and manure, as well as compost preparations from herbs such as chamomile, dandelion, nettle and yarrow, bring abundant life to the soil and support the cultivation of Weleda's precious ingredients. 🌿