

'Remedies' for all the family



» Artemis products line the shelves.

THE only Artemis product to be made elsewhere are creams, which need to be filled in Auckland. The aforementioned Central Otago herbs all end up in the preparation rooms, where they are transformed into teas, syrups and tinctures.

Founding Artemis was as much a matter of choice as necessity for Clair. After emigrating to New Zealand in 1995, she couldn't find the high quality herbal remedies used to in Switzerland, so decided to make them herself.

"I used some of the products that were available at the time and they were just not strong enough," she said.

"Some of the arnica creams here for example, you look up how much arnica is actually in them and it is minimal - there is no way it can be effective beyond a little soothing. They have no medicinal impact. Clinical trials have shown those creams need to have 25-30 per cent herb extract in the cream base to have any efficacy.

"My tradition is to have the highest amount of concentrate in the product and therefore when people use it they get the benefit. The whole focus of Artemis is quality-driven. Our remedies are not cosmetics, our remedies are not just a beverage. Our remedies are actually medicines."

However, calling them medicines is another matter, with a range of Government regulations to be met if a remedy is to be given that classification. Rather, Artemis products are classed as dietary supplements or food, and all labels and covering materials are vetted to make sure claims are not made that could be misconstrued.

"We have to prove they are not a medicine, rather a remedy that supports people stay well and get well," Clair said.

When Clair started Artemis, she wanted to create a palette of remedies that would constitute a family first aid kit - "A first line of defence before people went to see a doctor."

Products have been added every year since the company started, and a natural cough medicine is the most recent product.

"It is completely natural, safe for children, and has proven extremely popular," Clair said.

Artemis has shown impressive



» Lotions and potions.

expansion since launching in 1998. Its products can now be found in 95 per cent of New Zealand health stores, and are also on the shelves of an increasing number of pharmacies. The firm's five staff are also working to fill an increasing number of export orders.

"We already exporting to Japan and China, and are about to start exporting to Singapore," Clair said.

"If we can't maintain the quality of our raw materials, we will stop growing and concentrate on serving existing markets, but I feel there is plenty of scope to expand the company. We want to grow the company organically."

As if she would choose any other way.
 ■ On the web. www.artemis.co.nz

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