

Media Release

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World's Top Honey Professor says Australian Research Identifies Critical Manuka Honey Issue

The discoverer of the super-bug-killing ability of Manuka honey Professor Peter Molan of New Zealand's Waikato University has applauded the discovery by a team from Sydney University's School of Molecular and Microbial Biosciences. This recent research confirms that some special health honeys can destroy antibiotic resistant super-bugs that are killing patients in hospitals around the world.¹

But Professor Molan is concerned that people use the right sort of health honey. "I'm pleased to see that Professor Carter and her team emphasise that not all health honeys have this factor," says Professor Molan. "It would be disastrous if a honey was used in good faith by a front-line medical practitioner against a super-bug infection, but it was the wrong sort of honey."

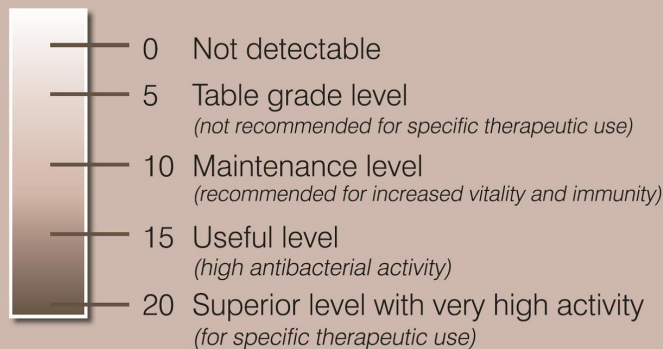
For the last 18 months, Professor Molan and his team at the NZ Honey Research Unit, have been refining testing methods to identify and rate the potency of different Manuka honeys. "Unfortunately neither the words 'active Manuka honey', nor some rating numbers, necessarily mean it's the right sort of honey for super-bugs and some other conditions," says Professor Molan. "The new method will give specific values to a natural substance with natural variability," says Molan.

One of New Zealand's leading honey companies has worked with Professor Molan to develop the new system. Watson & Son draws its Manuka honey from more than 15,000 beehives in some of New Zealand's most dense, virgin Manuka forestland on the North Island. Company founder, Denis Watson, has been working with Professor Molan to develop the best harvesting and processing system to provide

true therapeutic-grade Manuka honey and Watson & Son honeys are now being used by Professor Molan to develop the new testing system.

Watson & Son Manuka honey can be applied to the skin as a balm, or taken orally to help to soothe the throat and digestive tract. It can also be eaten like other honey products to help to maintain general health. The honey is not only unique in its potent healing properties, it also tastes delicious!

Watson & Son Manuka honey has just been launched in Australia and is now available at selected pharmacies and health food stores nationally. There are four strengths, ranging from 5+ to 20+ (see table below). RRP starts at \$11.95 for a 250gm jar.



Because the antibacterial strength in Manuka Honey varies, each batch must be tested and given a rating. Each jar is rated and given a number that indicates the strength of its antibacterial activity.

Media only: For further information or to interview Jason Bennett please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at margot@prmatters.com.au

BACKGROUND

The Healing Power of Manuka Honey

New Zealand's Maori ancestors were the first to identify the healing properties of Manuka and some of their remedies and tonics are still used today. It is the honey produced from the Manuka flower that has proven to be the greatest discovery and in 1981, New Zealand biologist, Professor Peter Molan discovered the exceptional antibacterial and healing properties of Manuka honey.

All types of honey have some therapeutic value, however Manuka honey has a different antibacterial component that sets it apart from others. This activity is stable and doesn't lose its potency or effectiveness when exposed to dilution, heat or light.²

Pure Manuka honey is now considered a natural wonder. It is antibacterial, antimicrobial and antiviral. It is also an antioxidant that can help to increase vitality and immunity.

Patient trials have indicated that Manuka honey can heal wounds and skin ulcers that haven't responded to standard treatments. Furthermore, the unique properties of Manuka honey have been found to be very effective against a wide range of bacteria including:

Helicobacter pylori (a bacteria that causes most stomach ulcers)³

Staphylococcus aureus (staph infections and MRSA)^{4,5,6,7}

Escherichia coli (the most common cause of infected wounds)⁸

Streptococcus pyogenes (causes sore throats)⁸

About Watson & Son

Watson & Son was established in 2003, in response to the growing demand for premium Manuka honey. Founder and CEO Denis Watson (BSc), is a scientist with over thirty years of apiary experience. With a lifelong interest in natural sciences and a firm belief in the therapeutic power of bee products Denis has been at the forefront of innovation and development in the New Zealand Apiary Industry. The discovery of strong antimicrobial property in Manuka honey by Dr Peter Molan, Ph.D., (Professor of Biochemistry at Waikato University, New Zealand), led him to focus his efforts on sourcing and harvesting this unique honey.

Unlike other apiarists, Watson & Son specialize solely in the production of premium Manuka honey with the goal of developing innovative healthcare products that harness the honey's antimicrobial properties. Situated in the Wairarapa region, Watson & Son has over fifteen thousand beehives placed in some of the most remote mono-floral Manuka areas of New Zealand. The company currently supplies product to Australia, Malaysia, Singapore, Hong Kong, China, Japan, USA, Canada, UK, Denmark and Dubai.

About Planet Health

Planet Health, a leading Australian distributor of selected, premium-quality complementary health products distributes Watson & Son Manuka honey in Australia.

Planet Health is a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy. The company is based in Bowral, NSW and distributes selected products nationally.

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8. Willix DJ, Molan PC and Harfoot CJ (1992) A comparison of the sensitivity of wound-infecting species of bacteria to the antibacterial activity of manuka honey and other honey. J. Appl. Bacteriol. 73 3 88-394.