







# HEALTH PRODUCTS GUIDE

**Note:** this chart should be used as a guide only. Only a court of law can advise if your product can be labelled as NZ Made.

Are all of your ingredients used in your finished product 100% grown or produced in New Zealand?

Key ingredients = Key in terms of volume and/or characteristics

You can label your product:

NZ Grown (for natural products only)  
NZ Made or Product of New Zealand

NO

YES

Are your key active ingredients grown or produced in New Zealand but all or some preservatives or additives imported?

e.g: Flax seed for Flax seed oil, honey for honey products, the active ingredient in lotions etc

Labelling your product as "NZ Made" should not risk breaching the Fair Trading Act

NO

YES

Are any of the key active ingredients imported?

YES

NO

Are your key active ingredients imported in their raw format (i.e. not processed)?

If your product is encapsulated in NZ from imported active ingredients, it **CANNOT** be labelled as "NZ Made" !

Labelling your product as "NZ Made" is likely to breach the Fair Trading Act

YES

NO

Is your imported key active ingredient one where there are recognised or perceived health benefits if the ingredient is from New Zealand (such as royal jelly)?

e.g. Manuka Honey and Royal Jelly have known benefits if produced in NZ

Labelling your product as "NZ Made" should not risk breaching the Fair Trading Act, however, you should also state that certain ingredients are imported, along the lines of:

NO

YES

Do your raw ingredients go through a **significant manufacturing process** in NZ so that your finished product is distinctly different from the raw ingredients?

NO

YES

Made in NZ from imported... (name of imported ingredients)

## UNSURE?

Get advice from a lawyer who is familiar with the Fair Trading Act before labelling your products with "NZ Made"

If you have any doubts at all we **strongly** suggest you consult a lawyer