



naturamus

Es liegt in unserer Natur



Holistic approach for a pharmaceutical raw material quality

Ralf Kunert, naturamus gmbh, Aichelberg, Germany



raw materials are our business

naturamus, a member of WALA group



„What's life?“

the question at the beginning

„Study rhythms,
Rhythm carries life.“

the answer of Rudolf Steiner





SaluVet



Dr. Hauschka
Med



physical and quchemical quality

...all you can measure

- new laboratory
- more than 10 % of WALA-employees at quality control and related areas
- active research (more than 120 reviewed articles within the last 10 years)



sensoric quality

...all you can feel and smell

- organoleptic panels
- own perfumer
- quality differences you can't measure



agriculture production

..where does it comes from

- organic certified as basic need
- if possible bio-dynamic (DEMETER)
- certified wild collection



regional sourcing

...as close as possible

- fresh plants within 3 hours drive
- support for local producers
- minimizing CO2 emissions



documentation

...knowing the process

- different types of documentations about the products, the producers, the transport,...
- audits, visits,...



social quality

...the people are involved

- social standards (ILO, Fair Trade, Fair for Life,...)
- close relationship with producers
- long-term cooperation
- supporting independency of partners



holistic approach

measurement and biography





Es liegt in unserer Natur

- Ralf Kunert
- ralf.kunert@naturamus.de