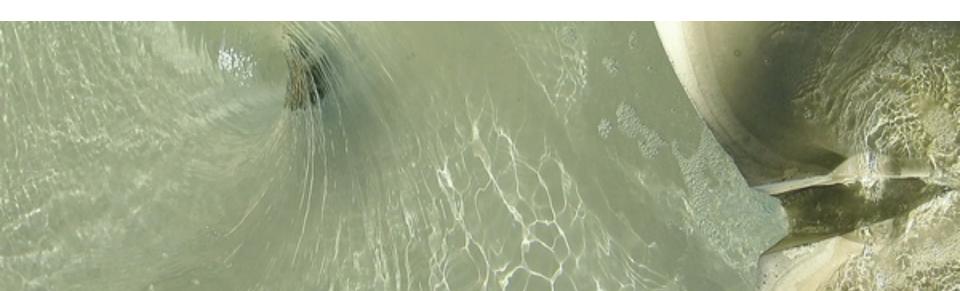
# 

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# Holistic approach for a pharmaceutical raw material quality

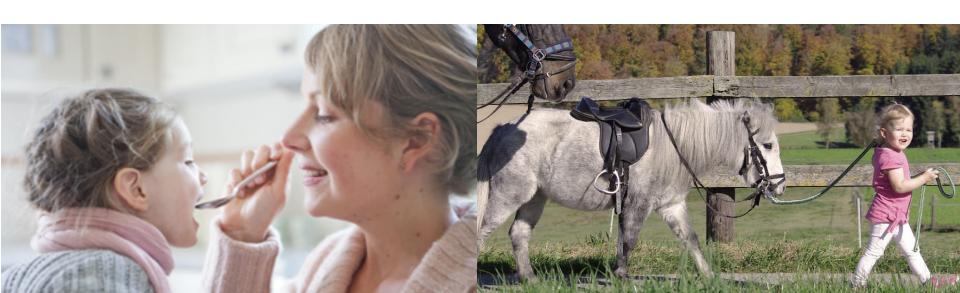
Ralf Kunert, naturamus gmbh, Aichelberg, Germany





## raw materials are our business

naturamus, a member of WALA group





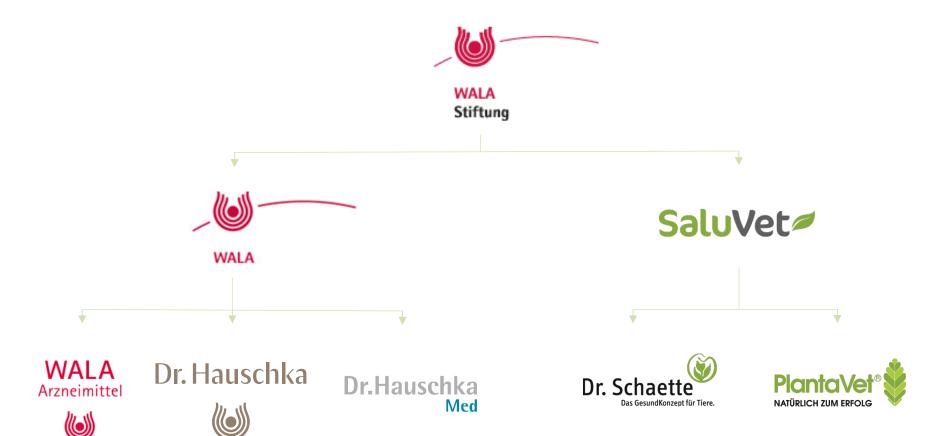
"What's life?"

the question at the beginning

"Study rhythms, Rhythm carries life."

the answer of Rudolf Steiner







# physical and quemical 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





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