

period, here's an example of one of his contacts. Frank located a doctor who was something of an expert on tea tree oil. For more than ten years, this man had been using the oil in his practice to treat a wide variety of complaints. Frank spent the entire day with the doctor, extracting every scrap of information he could about the uses of tea tree oil and the various mixtures used to treat different complaints. They must have been mutually impressed with each other because when Frank established Melaleuca, Inc., the man became a loyal customer. So much so that in 1986 the doctor published his first book about Melaleuca products. Then, in 1995, the doctor greatly expanded his book and called it the *Melaleuca Guide*. It is said that the test of time is the true judge of all things. If so, his books have passed with flying colors, since approximately one million copies have been sold. In fact, a historical footnote is that this worthy doctor has since moved on to other things. However, the book in your hand at the moment, *The Melaleuca Wellness Guide*, is a new and radically-revised book, but is still based on all the tried and tested product knowledge from the original *Melaleuca Guide*.

THE PIONEER PRODUCT: MELALEUCA OIL

To create the exceptional product line he needed for the new company, VanderSloot had to have a dependable supply of high-grade *Melaleuca oil*. He went to great lengths to secure a crop which could propagate a superior tree line. No two strains of the *Melaleuca alternifolia* tree provided the same quality of oil. His investigations took him to Australia. The best stands of *Melaleuca alternifolia* trees are in an area called the Bungawalbyn Reserve.TM The Bungawalbyn varieties produce genetically-superior trees that give the highest quality oil. The properties of the tree were so highly thought of by the local Aborigines that the very word *Bungawalbyn* means 'healing ground.' Thus, VanderSloot was able to secure exclusive rights to oil harvested from natural stands; these Bungawalbyn trees had never been treated with herbicides or pesticides.

Under Melaleuca's incentive, the growers sought out more robust and higher-yield trees, took seedlings from them, and from this superior line began establishing plantations of trees. The enthusiastic participation of the Australian growers was ensured by Melaleuca who supported them through years of poor yields, and the growers responded with a greater diligence in producing the highest-quality yield possible.

As research on *Melaleuca oil* progressed, it became obvious that its medicinal properties were directly proportional to its quality of oil. Higher grades of the oil have greater levels of the therapeutic agent Terpinen 4-ol and less of Cineole, which can be irritating to sensitive skin.

Other companies were selling substandard grades of the oil as "pure oil of *Melaleuca alternifolia*." Some of these oils have very little, if any, medicinal value. VanderSloot wanted to make sure that Melaleuca sold only the highest-quality oil available, and that customers could clearly see what grade they were getting. He decided to place the grade designation

