

ōKU

NEW ZEALAND

Harnessing the power
of New Zealand Aotearoa's
native plants'



Our Story

Aotearoa (New Zealand), has a wealth of native plants that have a rich history of traditional use where they were used in many different ways to help maintain or support ora (wellbeing). ŌKU was established in 2010 by Scott & Helen out of the desire to harness many of these plants into a product range that can help people rediscover and experience the amazing properties held within our ngahere (forests).



ŌKU's unique formulas were primarily developed by Scott Smith who is a Medical Herbalist and Naturopath who has been working in the natural healthcare industry both as a Clinician and in product development for almost 20 years.

Together with his wife Helen Paul-Smith of Tapuika & Ngai Te Rangi descent they have run ŌKU as a family business since 2010. At ŌKU they are conscious of Māori Tikanga, 'doing things the right way', and this helps guide their decision-making processes. They promote the growing and sustainability of NZ native plants and as they continue to grow are committed to contributing to land restoration and planting projects of the native flora and fauna.

As a result of this philosophy, ŌKU donates a portion of the profits of every product sold to trusts specifically set up for this purpose as well as their own many planting/restoration projects where they have themselves planted 1,000's of natives since beginning this hīkoi (journey, walk).

As ŌKU continues to grow Scott & Helen are both fully committed to continue this work and see more whenua (land) restored back into our incredible native forests.



Our Kaupapa (Purpose)

- To help promote the importance of the healing properties of NZ Native plants and to help people discover the stories they have to share and tell.
- The importance of making every effort to reduce our footprint on the whenua (land).
- The importance of creating a circular economy within the business that ensures the business is a good kaitiaki (custodian) and returns appropriately to the whenua.



Our Herbs

All of ŌKU's formulas are designed to show off the amazing properties of the rākau (plants) found within our ngahere (forests). Many of these have a rich history of traditional use. While Kawakawa is certainly one of our favourites we also use many other natives as well as more traditional herbs to support and amplify the properties of our formulas.

Sustainability

At ŌKU, sustainability is front and centre of our Kaupapa (purpose) and comes into consideration with every decision we make. From how we harvest our rākau (plants) to the product packaging we choose, to how we run our day to day business. Throughout, we strive to be the best kaitiaki (guardians) we can be to the whenua (land) and to Papatūānuku (mother earth). We know though that this is a hīkoi (walk, journey) that never ends.



ŌKU NZ Timeline



- 2010:** ŌKU becomes registered as a company in New Zealand selling at the local Tauranga Farmer's Markets.
- 2011:** Had our first international collaboration with Zealong Teas into Taiwan.
- 2012:** Released our new Elixir Range of Products.
- 2015:** Company growing steadily throughout New Zealand in our retail sector and released 2x new teas. ŌKU also started contributing a portion of profits of every product sold back into native plant and forest restoration projects and trusts as well as being actively involved ourselves with native planting projects.
- 2016:** ŌKU is named as a finalist in the NZ Small Business David Awards
ŌKU becomes an official Buy NZ Made Licence holder.
- 2019:** New business partners come on board to support ŌKU expansion into China. Multiple planting projects are undertaken. ŌKU is registered as an official Fernmark Licence Holder.
- 2020:** New ŌKU branding with our new plastic free eco-packaging is rolled out across the entire range. ŌKU releases balm products.
- 2021:** ŌKU launches onto Amazon & opens flagship store on TMall Global. Nominated as a finalist in the NZ Artisanal Awards.
- 2022:** ŌKU accompanies Prime Minister Jacinda Ardern with her Trade Delegation and selected other NZ businesses to Australia on a Trade Mission.
ŌKU launches into David Jones Sydney Flagship store. Co-Founder Helen Paul-Smith was the proud recipient of the MWDI Māori Businesswomen's Sales & Marketing Award 2022.

Research

In 2021 ŌKU NZ also were accepted to receive a Research & Development grant from Callaghan Innovations to undertake lab research into the benefits we know these plants have over years of using them both in Scott's clinical settings but also with now over 10 years of feedback from customers using them. ŌKU has also supplied our herbs for numerous other studies that have been undertaken to better understand these plants and the benefits and properties they have.



*It's all about letting the plants teach us
what they can do so we can then use them
better to help us*

— Scott Smith



Pure

Pure gives you the full benefit of the exceptional properties of 100% Kawakawa that has been sustainably hand harvested from the native bush of New Zealand. Kawakawa has a rich traditional use where it was used in many different circumstances. Commonly called the Pepper Tree, Kawakawa has a unique taste described as sweet, warming and invigorating that is sure to give your taste buds tingling!

Benefits

*Digestion & Detox
Energy & General Wellness
Skin Health*



Energise

An invigorating and energising tea that is perfect as a morning beverage or anytime you want or need a gentle lift. The fantastic warming properties of NZ Kawakawa is perfectly complimented with Organic Sencha (whole leaf) Green Tea. The blend is rounded with the soft sweetness of Licorice and a subtle hint of Ginger.

Benefits

Energy & General Wellness

Digest

A comforting tea that can be drunk anytime, but is especially beneficial after meals. The nurturing qualities of Kawakawa are combined with the remarkable soothing properties of Hoheria. Peppermint and Ginger complete this blend with their delicious, warming tones

Benefits

*Digestion & Detox
Energy & General Wellness*



Protect

A beautifully fragrant tea that combines the best of NZ bush with dynamic traditional herbs. This tea is all about protecting and supporting you naturally when you need it most. From the wonderfully versatile Kawakawa to Manuka's robust properties, the addition of the delicate but remarkable Elderflower, and the sweet supporting qualities of Rosehips. Together these herbs create a very special blend.

Benefits

*Respiratory & Immune
Energy & General Wellness
Winter Essentials*





Restore

Restore brings together a remarkable blend of NZ Native Herbs that combine Kawakawa, Karamu, Mānuka and Kumarahou. These are combined with the spiciness of Cinnamon and the wonderful properties of Nettle leaf that is well known in herbal folklore. Together these herbs create a truly unique combination that are all about helping and supporting you stay in balance and harmony.

Benefits

- Digestion & Detox
- Respiratory & Immune
- Energy & General Wellness
- Winter Essentials

Mānuka

Mānuka is most well-known for its honey made from the nectar of the flower, however, the leaf was traditionally used as a tea replacement by early settlers in New Zealand. This incredibly fragrant leaf is what contains the remarkable properties of the Mānuka essential oil. This blend balances the pure taste of Mānuka Leaf with hints of Spearmint and Lemon Peel that lend citrus minty tones to this unique NZ herb.

Benefits

- Respiratory & Immune
- Digestion & Detox



Our tea range focuses on the remarkable plant Kawakawa and other Native plants and then builds contemporary herbs around them giving the teas distinct and original flavours.

Adult Chest & Throat Elixir

A blend of Wildcrafted NZ Native Herbs that include the remarkable Kumarahou which has a rich traditional use for supporting clear airways and breathing. It has a completely natural base with no artificial sweeteners, colours or flavours. Uses instead the beautiful tasting & properties of NZ Rewarewa honey. A unique formulation that may assist with both wet & dry irritations in the airways. This is the full strength combination that can be taken by Children aged 1 & over.

Benefits
Respiratory & Immune
Winter Essentials



Kid's Chest & Throat Elixir

A comforting tea that can be drunk While the Children's formula contains the four main NZ herbs found in the Adult formula, the ratio between them and the base ingredients have changed slightly to make for a more pleasant tasting combination that is easier for young children or the seriously 'taste challenged' among us to take. A unique formulation that incorporates all of the wonderful benefits the Adult formula offers with both wet & dry irritations in the airways and adds Akeake that may offer additional support with temperatures. Can be taken by Children aged 1 & over.

Benefits
Digestion & Detox
Energy & General Wellness



Immune Support Elixir

A blend of Wildcrafted NZ Native Herbs that include the remarkable Kumarahou which has a rich traditional use for supporting clear airways and breathing. It has a completely natural base with no artificial sweeteners, colours or flavours. Uses instead the beautiful tasting & properties of NZ Rewarewa honey. A unique formulation that may assist with both wet & dry irritations in the airways. This is the full strength combination that can be taken by Children aged 1 & over.

Benefits
Respiratory & Immune
Winter Essentials



ŌKU Elixirs are unique blends of NZ native herbs with a rich history of traditional use that are blended with proven and effective western herbs.



Kawakawa Healing Balm

A premium soothing, cooling and healing balm that is largely made up of the incredible NZ Herbs Kawakawa & Houhere blended with the wonderful properties of Calendula Flower & NZ Hemp Seed Oils.

The herbs are complemented with the diverse qualities of German Chamomile & Mānuka Essential Oils. These ingredients are added to a nourishing & moisturising 100% natural base of Fair Trade Shea Butter & Coconut Oil & NZ Beeswax.

This product can be used on broken skin and may support many different skin complaints. Gentle enough for delicate baby skin but strong enough to support adult skin complaints.

Available in 40gm & 80gm sizes.

Benefits

Skin Health

Kids' Health

Kawakawa & Arnica Balm

The two stars of the blend that work incredibly well together are Wild-hand-harvested Kawakawa & NZ Grown Arnica that both have wonderful anti-inflammatory properties. These are then blended with Wild & Hand harvested NZ Horopito & NZ Tutu with Cayenne. Together these herbs provide a broad range of properties to help amplify and complement the Kawakawa & Arnica.

The herbs are supported with the analgesic qualities of Peppermint & Clove Essential oils and the NZ First Light essence remedy for Trauma Akeake.

Together these ingredients create a powerful combination to effectively soothe inflammatory or painful conditions involving muscles & joints.

All formulated in a nourishing & moisturising 100% natural base. Available in 40gm & 80gm sizes.

Benefits

Skin Health|

Kids' Health



Our ŌKU philosophy on all our products is to highlight our incredible NZ native herbs. Our skincare range is no different. Completely natural formulas that are good for you and most importantly that work.



What our customers say

TEAS

I'd like to take this chance to tell you I love your product. I drink a cup in the morning and one before bedtime. I believe it has helped me with stomach issues and also to relax and sleep at night. I never thought a cup of tea could change my life! - DM

Your product is 100% bloody awesome! We love the packaging, love the T Bags, love the overall product!

Your packaging is truly beautiful, I hope your product is selling a lot in NZ and around the world, you deserve much success! - KP

I've had a try of the Kawakawa tea and it's wonderful! I really love the taste! - VB

Everything was so easy - explanations about each tea flavour. NZ made, and knowing that it was a family brand made the choice so easy. We especially love the option of loose leaves and tea bags. - BSC

Your Digest tea is SO good for tummies!!! - NMH

ELIXIRS

I developed a cold earlier this year which brought on my asthma symptoms I have not had for ages. Someone recommended I try ŌKU cough syrup. Not only did it ease my asthma but also resolved my cold. - TB

After I developed COVID I was left with a lingering cough that just wouldn't resolve. I got onto ŌKU NZ Chest Elixir and it cleared it up within 1-2 days - JP

My daughter from Melbourne was home for a graduation and she had a nasty cough, tried some of the ŌKU mix and was amazed at how fast the symptoms were relieved and took the bottle home with her. - VM

BALMS

Healing Balm - Used this on my baby after bath. Healed his eczema/dry cheeks overnight!! Was amazing! - JW

I thought i'd let you know your balm is wonderful for nappy rash - JD

I have had problems with dry skin on my face and arms and hands for years, I recently brought a jar of your kawakawa balm and I have seen an improvement on my face. Thanks very much! - IH

Arnica Balm - Found it instantly warming and soothing for my joints I have been using your Kawakawa & Arnica balm as I have a hip that constantly gives me grief especially when going for long drives which I often have to do. I have just driven from Hamilton down to Taranaki with no discomfort. Ka Pai! - MMJ



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