The Need
Most families can’t go a week without someone getting a minor cut, scrape, burn, insect bite, abrasion, scratch or rash.

Competitive Solutions
The chemist is full of expensive first-aid products which address only one need—making them costly.

The Melaleuca Solution
Melaleuca Oil T36-C5 is a natural herbal remedy that works faster and more effectively than any other alternative to treat and soothe a wider range of minor skin problems. Melaleuca Oil T40-C3 is recommended for those with persistent skin irritations or for people with extra sensitive skin.

Discovering Melaleuca Oil’s Natural Effectiveness
Pioneering scientific studies have confirmed that there is something extraordinary about Melaleuca alternifolia trees.

In 1922, Dr A.R. Penfold, a researcher for the Australian government, studied the properties of the oil and confirmed it was a powerful antiseptic. Penfold found it exceptionally effective on germ-infected wounds and on various skin problems like cuts, scrapes, burns and insect bites. Imagine the stir it must have caused when it was stated that the oil of *Melaleuca alternifolia* was 13 times stronger than the most commonly used antiseptic of the day, carbolic acid; but, unlike carbolic acid, the oil was non-irritating.

The safety and effectiveness of this amazing compound encouraged Penfold and other contemporary researchers to test it for several other skin concerns including wounds, abscesses, boils, psoriasis and impetigo. Subsequent research found *Melaleuca alternifolia* oil soothing, penetrating, non-caustic, an exceptional solvent and aromatic. (See sidebar for ‘Six Amazing Properties’.)

The Best vs the Rest
Since Penfold’s research was published, there are still mysteries about the compounds that make up Melaleuca Oil. It’s known that there are over 100 compounds in pure Melaleuca Oil. (Some compounds, like viridiflorene, are not known to exist in any other natural substance on earth.) However, none of these compounds alone are nearly as effective as all of them together. Two of the major compounds—terpinen-4-ol and cineole—are the key to the quality of Melaleuca Oil. Terpinen-4-ol is linked to the antibacterial properties of the oil and, in higher levels, delivers more antiseptic power. Cineole helps the oil penetrate, but high levels can reduce the amount of other germ-killing compounds and it may irritate sensitive skin.

By World War II, *Melaleuca alternifolia* oil was considered so essential in the treatment of fungus, insect bites and for the prevention of infection, that cutters and producers were exempt from military service until a sufficient supply of the oil could be...
Accumulated. It was of utmost importance that every Australian soldier's first aid kit contained a vial of oil of Melaleuca. In fact, they dubbed the oil "the medicine kit in a bottle." The oil was also added to machine cutting oils in munitions factories to reduce the infection rate from cuts and skin injuries.

Following World War II, the introduction of synthetic drugs overshadowed plant-based remedies. It's only been in recent years that people have rediscovered Melaleuca Oil's phenomenal and versatile healing qualities. In 1985, when Melaleuca introduced T36-C5 in the United States, news of the unparalleled benefits of Melaleuca Oil quickly spread. Competitors claimed their oils were the same quality as Melaleuca's. They weren't. In fact, in order to export more oil, the Australian Standards Association actually lowered their standards to appease growers of lesser quality oil. They determined that oil of Melaleuca alternifolia must contain more than 30% terpinen-4-ol and less than 15% cineole. As the chart below shows, Melaleuca's stringent standards are much higher—the company goes far beyond the Australian Standard. Depending on the grade, T36-C5 and T40-C3 have at least 36% or 40% terpinen-4-ol (which explains the "T36" and "T40" in the product names) and no more than 5% or 3% cineole (thus the "C5" and "C3"). Melaleuca's trademarked these names and put them on every bottle—proudly displaying the company's heritage and the uncompromising quality of Melaleuca Oil.

In addition to lower terpinen-4-ol and higher cineole levels, the Australian Standard also allows the blending of any of the 300 species of Melaleuca tree. Melaleuca once again holds to a higher standard. The company ensures that it uses only pure oil extracted from the genetically superior Melaleuca alternifolia—without diluting it with other oils.

The Research Continues—the Company Grows
For nearly two decades, Melaleuca has leveraged Melaleuca alternifolia oil in more products than any other company in the world. What started as a tiny business founded with eight wellness products all based on the outstanding properties of Melaleuca Oil has expanded to include a whole host of other natural products. From ancient cures to high-tech research conducted in modern laboratories, Melaleuca is the leader in Melaleuca Oil and other natural wellness products.

Demonstrating Melaleuca Oil’s Penetrating Property

Demonstration One
1. Begin with three slices of preservative-free white bread. (This demonstration will not work with bread made with preservatives.)
2. ‘Contaminate’ each slice of bread with a surface that has a sample of microorganisms. You can use your own skin as a source of microorganisms. Just wipe your index finger across your forehead or neck and then wipe your finger on both sides of the bread to contaminate it.
3. After the bread has been contaminated, place each slice of bread in a Ziploc sandwich bag.
4. Take two of the three slices of bagged bread and place them in separate Ziploc plastic storage bags. These two slices are your 'untreated' samples.
5. Take the third empty storage bag and turn it inside out. Apply 7–8 drops of Melaleuca Oil to each side of the bag. Once the inside of the bag has been treated with Melaleuca Oil, place the final slice of bagged bread in it and seal it shut. This slice is your "treated" sample—meaning it has been treated with Melaleuca Oil.
6. Wrap the 'treated' bag and one of the 'untreated' bags in separate sheets of aluminium foil. Be sure to double-fold the seams on each side to completely enclose each bag. Do not enclose more than one bag in the same piece of aluminium foil.
7. Place a 'treated' and 'untreated' label on each sample so you can tell the samples apart. (The remaining unwrapped, "untreated" piece will be your control or "telltale" sample. You will watch the control slice to see how quickly mould develops.)
8. Place the two foil-wrapped bags and the unwrapped bag in a warm, dark place which has little air movement. Check the unwrapped bag after 5 to 7 days for mouldiness. (If you don't see any mould growth after 7 to 10 days, you have used bread that contains preservatives. Repeat the entire process with preservative-free bread or wait a few more days.)
9. When the unwrapped bag has developed an over growth of mould, you are ready to unwrap the other slices of bread and do the demonstration at your in-home presentation.
10. Show the control slice of bread and then unwrap the other samples one at a time.
11. The untreated samples with no Melaleuca Oil will show a lot of mould. The treated samples with Melaleuca Oil will show no mould growth. Emphasise that the Melaleuca Oil was not inside the sandwich bag with the bread at the start of the experiment.
12. The treated sample proves that the Melaleuca Oil penetrated the barrier of the plastic bag and inhibited mould growth. This example can be compared to how Melaleuca Oil works on your skin to fight bacterial growth.

Please note: This demonstration is not intended to show that Melaleuca Oil can be used as a food preservative.

DID YOU KNOW?
The complex natural makeup of Melaleuca alternifolia oil makes it impossible to reproduce synthetically.

Supporting Research
3. Although these areas seem very promising for future research, Melaleuca Inc. does not make claims regarding these early studies.

Demonstration Two
1. Inflate an ordinary latex balloon.
2. Apply a few drops of Melaleuca Oil to your hand.
3. Ask a volunteer to hold the balloon against the oil on your hand until the balloon pops.
4. Explain that Melaleuca Oil penetrates the surface of the balloon and its solvent properties cause it to pop. Then emphasise that Melaleuca Oil penetrates below the top skin layer—gently and non-caustically—to carry its healing power below the skin surface.