**Company’s profile:**

Our mission is to re-discover nature’s magical healing powers by offering you traditional Bulgarian herbal plants used over the centuries, to help heal your body and soul.

**Curious to know…..?**  
Bulgaria is a land, naturally rich in herbs and plants, used for both medicine and in food preparation. The country is the largest exporter of remedial herbs. As the country's economy has grown since the fall of communism, its dynamics have put pressure on the traditional lifestyle. The use of herbs in particular has however been always rooted in the local mind-set. Both young and old still trust the power of these natural remedies over conventional medicine.  
During the communist regime, people were only allowed to collect small quantities of herbs for sale in the local markets and for personal use. Herbs were not collected on a larger scale as they are today. The development of privatisation has since fostered the growth of the herbal industry.   
Since Bulgaria's entry into the EU, stricter regulations for herb producers throughout the country were imposed. The EU and the Bulgarian government have been helping to provide funds to promote organic farming. 90% of all organic food including herbs and spices produced in Bulgaria is exported to the developed countries.

**What we do:**  
We also produce supplements, made of herbs growing wild in the heights of some of the most ecological areas in Bulgaria-the mountains: the Rhodopes, Rila, Pirin and other mountains. They are 100% free of artificial substances. The Bulgarian herbs are consumed for the treatment of various diseases and conditions:  
• high cholesterol  
• low and high blood pressure  
• stress or panic attacks  
• diabetes  
• weight problems  
• metal fatigue or other mental disorders  
• impotence  
• coughs and colds  
• hormonal disbalances  
• diseases associated with the kidney and the prostate  
• hemorrhoids  
• constipation   
\* and many others.  
   
Walk down any country path and you will be astounded at the number of wild plants and herbs that grow wild here. The land naturally produces many plants which are used for both medicine and in food preparation. Bulgaria is the largest exporter of medicinal herbs and ranks among the largest herb exporting countries in the world.

Even though the modern economy is encroaching on the traditional Bulgarian lifestyle, the use of herbs in particular is so rooted in the local mindset that both young and old still trust the power of these natural products over shop bought alternatives.