

PRESENTING



DARMAN

NATURAL PRODUCTS

In search of beauty and longevity

• WHO WE ARE • WHAT WE DO • HOW WE DO IT • WHERE TO FIND US •



WHO WE ARE

THE BRAND

In ancient Armenian “Darman” stands for “natural remedy, medicine, cure”.

It represents our belief in the healing power of Nature, its ability to purify our bodies, grant health and longevity.

With our delicious, organic products, we try to bring nature closer to people and people – closer to their roots.



WHAT WE DO



THE PRODUCT

As people become more and more conscious about what they put in their bodies, chasing organic*, local products, we have always held these values close at heart.

Our goal is to ensure, that each cup of our vibrant products brings you exquisite aroma with natural benefits of top quality herbs in beautiful packaging.

DARMAN
stands for



Health



Quality



Convenience

*Please note that all our products are organic, certified by ECOGLOBE Organic Certification Body

THE PRODUCT

We source best available ingredients,
Put in a lot of work to preserve their flavor and healing properties,
Combine herbs and flowers for exquisite flavor fusions

To ensure that each package holds maximum value for your health and your pocket.

We bring you our signature products:

Darman Herbal Infusions



Darman Organic Honey



Darman Natural Syrups





HERBAL INFUSIONS

HERBAL INFUSIONS



Sustainably grown in the mountains of Tavush Region of Armenia, our famous herbal infusions are gathered in season, composed and mixed from top quality herbs.

All this for an exquisite sipping experience and ultimate health benefits, without the throwback of caffeine, present in regular teas.







tea bags







Thyme

30gr

- 1.** Cleans the body
Improves immunity
- 2.** Lowers and
stabilizes blood
pressure



Mint

20gr

- 1.** Calms nerves
- 2.** Helps fight
indigestion



Ziziphora

40gr

- 1.** Strong
antioxidant
- 2.** Anti-tumor
properties
- 3.** Lowers chances
of diabetes and
heart attack



Origanum

35gr

- 1.** Helps with
depression and
listlessness
- 2.** Helps with
hormonal
complaints and
female disorders

Collection box (4x20gr)

Contains 4 bags of different herbs
(mint, thyme, organum, ziziphora).

You can create your own blends!

A popular gift and souvenir option.



Morning mood (40gr)

A refreshing and aromatic blend of

Melissa, Hypericum, Helichrysum, Origanum, Chamerion, Ziziphora. Mentha. Cephalaria armeniaca

Clarifies and sharpens your senses and stimulates general well-being.



Flower mixture (40gr)

Harmonious and consoling blend of

Pomegranate seeds and flowers, Blueberry leaves, Rose petals, Melissa, Origanum

Has a calming effect and helps with stress.

Good for fighting listlessness and building up immunity.





Tea set box

A truly spiritual
and joyful experience.

Assortment of 3x9 unique,
exquisite and healthy herbal blends.

Each enclosed in individual nylon
steeping bags for ultimate
taste and convenience.

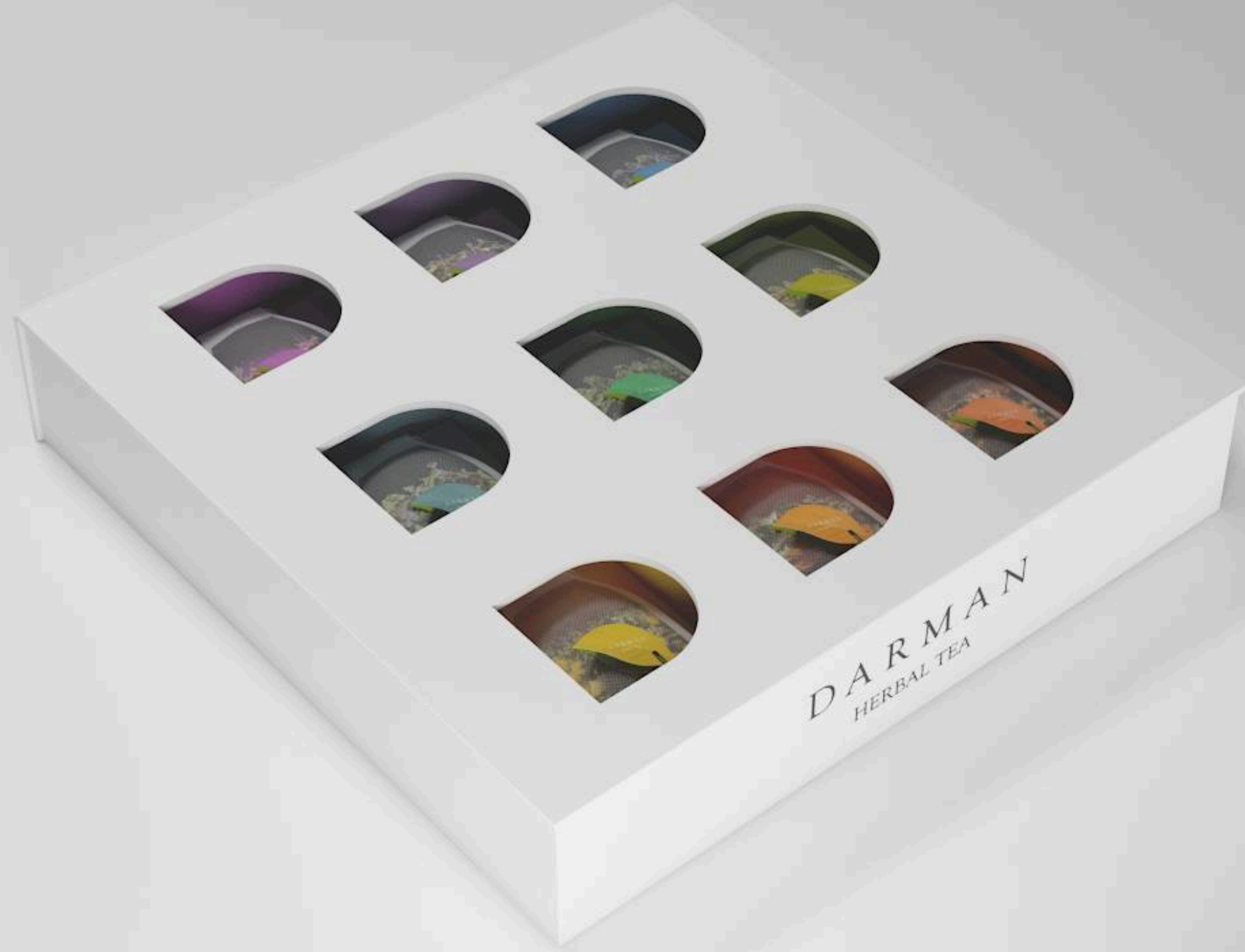
tea set boxes



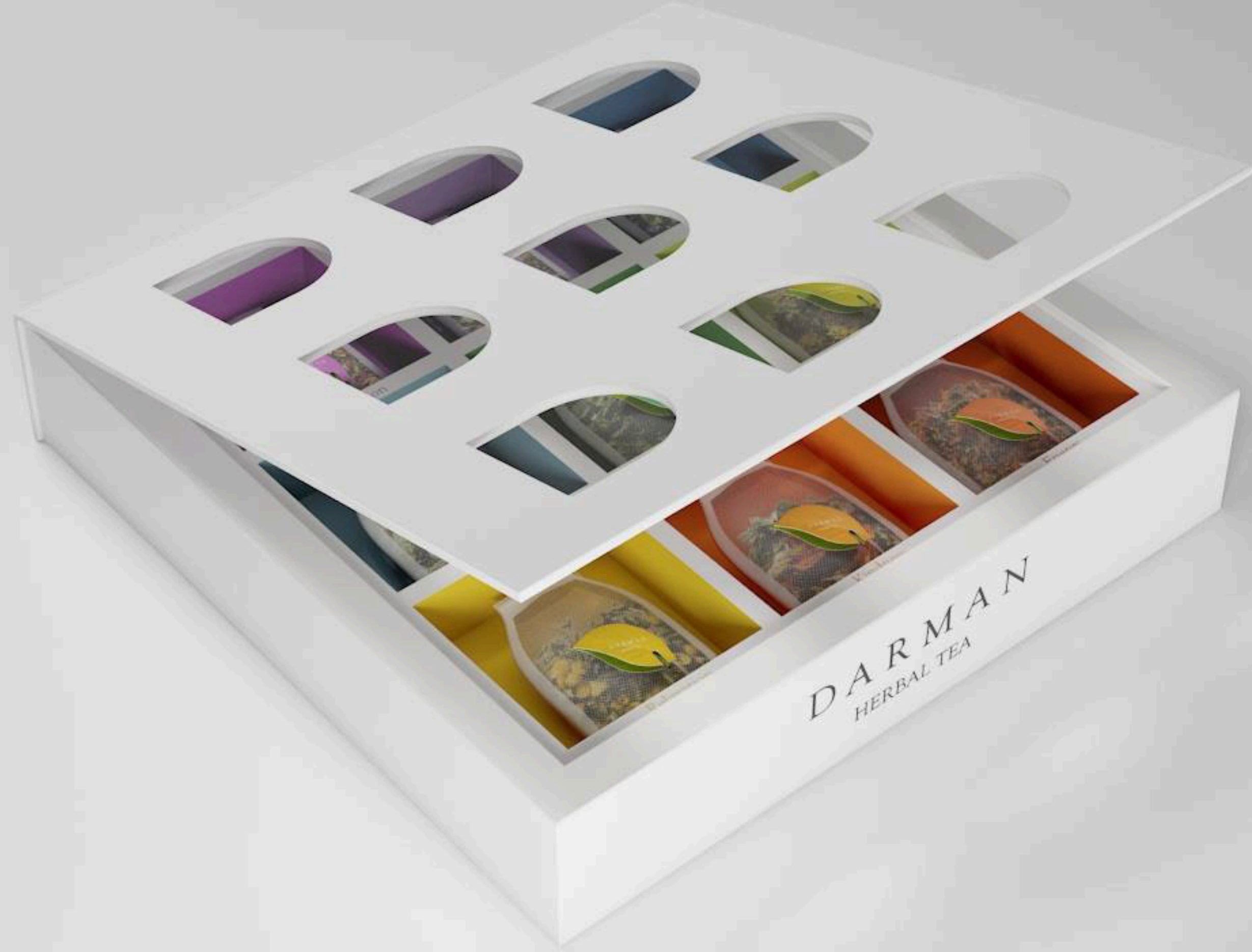
tea set boxes



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ORGANIC HONEY

ORGANIC HONEY



Our mountain honey is pure encapsulated sunshine. A natural, healthy sweetener in its original form, it transforms into a delicious snack with the addition of various nuts and dried fruits.

Comes in:

• **organic with nuts** • **organic with dried fruits** • **raw organic** • **natural organic** •

raw



organic

with dried apricot



with dried plum

with almond



with hazelnut

honey set box



Present someone you love with liquid
Armenian gold in our special gift packaging!



NATURAL SYRUPS

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Another public favorite are our natural syrups, infused with the essence of Armenian herbs and flowers, such as mint, rose, pomegranate, raspberry, mulberry, etc.

**Surprisingly healthy,
they do not contain
any artificial flavors
or added coloring.**

mint



pomegranate



mulberry



rose



cone



basil



- 1: Use them to flavor beverages like iced tea, lemonade, cocktails and other cold drinks.
- 2: Pour them on your pancakes, cakes, other baked goods, ice creams, yogurts and sliced fresh fruit for that extra note of flavor.
- 3: Can also be used in marinade and salad dressings to take them to an entirely new level!

syrup set box



This product also comes in gift packaging of 3 various syrups for ultimate sweet and flavorful experience.

HEALTH BENEFITS

Our herbal infusions, syrups and organic honey provide a number of essential health benefits.

Mainly they:

- 1:** Stimulate and boost the immune system
- 2:** Improve cardio-vascular activity and digestive functions
- 3:** Reduce sleep issues
- 4:** Contain natural antioxidants and vitamins
- 5:** Have anti-inflammatory and analgesic properties
- 6:** Relieve Stress & Anxiety and help gain concentration without the negative effects of caffeine

Please note that all our products are organic, certified by ECOGLOBE Organic Certification Body





HOW WE DO IT



TECHNOLOGY

The herbs, flowers, berries and honey are sourced in Tavush region of Armenia.

The one of a kind natural environment, Armenian soil, sun and water ensure the unique taste profile and healing qualities of our herbs, that are grown at an altitude of 1300-2300m above the sea level.

We put nature first.

This is our go-to policy, that applies to everything we do. Nature does not slack when it comes to the quality and detail of her creations and neither do we.

We gather, process, mix and package our products according to the highest Organic European standards.

TECHNOLOGY

Our goal is to preserve all natural, active ingredients and essential oils of the herbs.

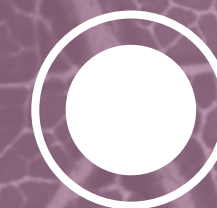
This is achieved by:



gathering them
at the right stage



protecting them
from direct sunlight
when drying



selecting only
the whole top leaves
and undamaged buds



professionally composing
mixtures with best taste
and healing qualities



as well as packaging
them using natural
and safe materials

TECHNOLOGY

No
stems

Never
crushed

We are offering herbal
infusions prepared with
**whole leaves
and flowers.**

Preservation of
all essential oils

Optimal value in weight,
price and health benefits

Deep flavor and taste
with low sediment content

OUR MARKET

Our Markets:

Medicinal tea market
Healthy and
natural product market
Aromatic beverage market
Premium tea
Armenian herbal tea

Our Customer

Our typical customer is
20-80 y.o. with middle to
upper middle class income:
prefers teas among hot
beverages
uses tea for medical and
health benefits, looks for
new, interesting products
appreciates quality
over quantity

Our Geography

Armenia
Russia
USA
Potentially other
foreign markets



OUR COMPANY

The Nazanian family founded EDNA LLC, the company that owns “Darman” brand in 2014.

Nazarians had first-hand experience in nature’s healing abilities, recovering from a serious medical issue with the help of herbal infusions. Impressed and inspired with the results of their rehabilitation, Nazarians decided to share their knowledge and experience and founded a company, that specializes in artisan teas, infusions and other natural products.

The manufacturing facilities are located in Tavush region of Armenia.

OUR COMPANY

As a family business, our company cares a lot about the community and the environment.

We create jobs, supporting the regional economy and cooperate with environmental NGO's, such as NABU Armenia, protecting unique Armenian nature and raising awareness about ecological issues our planet faces right now.



WHERE TO FIND US

Currently, you can find our products in local
Armenian gift-shops and supermarkets.
Limited quantities of our produce
are exported to Russia, USA, France.

**For more information, please visit
our website or social media pages**



<https://ru-ru.facebook.com/teadarman/>
<http://ednatea.com/>

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