



Tests were conducted using JARA Honey as the test group and a control (sterilized water) for comparison.

■ As a result, JARA Honey at a final concentration of 3.1% showed growth inhibition against *Staphylococcus aureus*.

■ In addition, a bacterial growth inhibitory effect was observed against *Escherichia coli* (E.coli) and periodontal bacteria at a final concentration of 25%.

■ This suggests that dissolving 25% or more JARA Honey in water or other liquids has an inhibitory effect on harmful bacterial growth.

Based on the results of this test, Wild JARA Honey is anticipated to have the following impacts:

- Inhibition of *Staphylococcus aureus* growth, offering relief from skin conditions such as acne and atopic dermatitis.
- Suppression of *E.coli* growth, aiding in the prevention of food poisoning associated with this bacterium and reducing the spread of infections.
- Inhibition of periodontal bacteria growth, contributing to improved oral health by minimizing bacterial presence in the oral cavity.

J A R A

100% Wild Honey



IN PARTNERSHIP
WITH
TFELI



J A R A

100% Wild Honey

A VERY RARE TOP-QUALITY ORGANIC WILD HONEY FOUND IN GEORGIA. IT IS 100% PURE AND WILD.

JARA is not just honey — it is a story captured in golden drops, a gift from Georgia's relict forests.

In a world that has rushed toward mass production, JARA returns to stillness. It is crafted using ancient wild beekeeping methods known only to a handful of Georgian beekeepers who work in harmony with nature, not over it. High in the alpine and subtropical zones — among relict forests, hidden waterfalls, and glacial valleys — JARA log hives are carved from tree trunks and placed where bees would naturally nest.

No artificial wax. No chemicals. No human intrusion. A wooden divider marks the boundary: the bees live undisturbed in the front, and only the honey from the back is harvested — just once a year — through a process as delicate and difficult as the land it comes from.

This is what makes JARA so rare, so rich, and so deeply rooted in both place and purpose.



Its uniqueness lies in the fusion of ancient knowledge and modern values:

- Wild, organic, and untouched — harvested only in small quantities
- Ethical and sustainable — protecting biodiversity and preserving ancient skills
- A luxurious experience — a meaningful, symbolic gift of purity and heritage

JARA is a bridge between past and future, between humans and wild nature. In every product, there is more than flavor — there is love, reverence, and resilience.

To ensure authenticity and excellence, we at TFELI have partnered with the Jara Beekeepers Association, which unites the tradition's guardians, guarantees production standards, and facilitates Bio-certification — making JARA not only a delicacy, but a certified legacy.

OUR PRODUCTS



JARA Honey Classic

Pure honey combined with its natural beeswax comb, providing a rich texture and a fully authentic honey experience.



JARA Honey Noble

Cold-pressed, resulting in maximum nutritional benefit, a creamy texture and a subtle delicate flavor.



JARA Honey Mead

Fermented and aged naturally, with spring water and indigenous yeast.



JARA Honey Soap

Made through cold process method. Completely natural and chemical free.

