



Australian Government
Australian Trade Commission



CONFIDENCE FOR ASIAN BUYERS

HIGH QUALITY
AUSTRALIAN-MADE
NATURAL HEALTH
PRODUCTS

AUSTRALIAN PAVILION // NATURAL HEALTH FAIR // HONG KONG 10-12 NOVEMBER



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Australia leads the world in producing natural health products that are safe, high quality and efficacious. We are pleased to present a very strong Australian contingent to the Natural Health Fair as well as to Cosmoprof Asia. Australia is a quality supplier of natural, organic and functional foods, dietary supplements and nutraceuticals, alternative and Asian traditional medicine, natural therapies and products as well as products and services conducive to healthy living.

With over fifteen Australian companies exhibiting, this is the largest group of Australian companies to take part in the Natural Health Show and the Australian Pavilion is expected to be a strong drawcard for buyers at one of Asia's biggest natural products expos being held in Hong Kong from 10-12 November.

Among the strictest in the world for regulatory control

Discerning Asian buyers are looking for products that they know are manufactured to high standards and which come from a 'clean and green' environment. Australian made natural health products meet these requirements.

Many Asian buyers want certainty about certification, manufacturing standards, authenticity, product safety and to be sure that the products work. The Australian regulatory system for natural medicinal products or supplements is among the strictest in the world, requiring products to be manufactured to pharmaceutical standards from ingredients that have been evaluated and assessed as low risk and suitable for over the counter purchase. In Australia, the law requires that there is evidence to support therapeutic claims that are made for these products, providing assurance that they are efficacious.

Recent more stringent post market surveillance provides even more confidence and certainty for trade and consumers.

“ The natural products industry in Australia is growing rapidly under this high quality environment which is in stark contrast to a number of major exporting countries' regulatory approaches, which have minimal regulatory oversight.”

**Val Johanson | Immediate Past Executive Director
Complementary Healthcare Council of Australia**

Val Johanson says the Pavilion approach allows the companies to maximise their profile at the show. *“Having a good Australian presence means we can leverage off the country reputation for being clean, green, fresh, unpolluted and highly regulated. That gives us a good start in a very competitive market.”*

What we can offer

Nutritioncare Pharmaceuticals Prof Ian Brighthope, Managing Director, originally graduated as a veterinary surgeon and later completed his medical degree and became aware of the importance of optimum nutrition and the use of nutritional and biochemical supplementation in animal production, the treatment of animal dysfunction and the potential of this approach in the prevention and treatment of human disease.

Prof Brighthope lectures to health professionals in Australia and Internationally and consults for the manufacturing industry in nutrition and micronutrient supplementation and supervises and consults for various health resorts and specialist clinics, preventive medicine programs and sporting concerns.



Nutritioncare specialises in nutritional and herbal medicine, manufacturing high quality formulas that are clinically proven, unique, specialised supplements containing biochemically balanced ingredients. These unique specialised supplements with highly bio-available components are manufactured in a government licensed pharmaceutical standard facility and distributed world wide.

Sphere Healthcare and **Tabco**, leading Australian manufacturers of natural healthcare products, including soft gel products, and high quality herbal products, are both licensed to international pharmaceutical standards, and will be exhibiting for the first time.

// Our regulatory system provides the certainty that Asian buyers are seeking. Additionally many products from Australia are uniquely formulated, being based on latest science that shows how effective and safe these ingredients are. Our companies have the ability to work with clients to develop products specifically suited to meet the needs of the client or a particular market."

Mr Bob Power | Managing Director | Sphere

Phytomedicine, a first time exhibitor at The Natural Health Fair, but a veteran at providing specially formulated practitioner products that are manufactured under international quality standards.

Helen Russell from **Tree of Health** says *"This is a great opportunity to showcase our unique range of high quality Noni tablets and capsules, as well as our Noni Juice and Noni Fruit Herbal Tea products. We are looking for people who see the opportunity in this new market for Morinda citrifolia – Noni. Tree of Health have specialised in understanding this market from the growing and processing of the fruit to genuine research of its properties and active ingredients"*.

Cardinal Health, Australia's largest contract manufacturer of OTC and nutritional supplements will also be a part of the Australian Pavilion. The state of the art facility produces healthcare and OTC products for some of the world's largest pharmaceutical and nutritional companies using many varied dosage forms including softgels, vegicaps (non bovine soft capsules) and hardshells. Cardinal is a market leader of new dosage development and has over 30 years experience in direct business in Asia. According to Warren Prince, Regional Sales and Marketing Manager *"Quality has always been a key feature of the Cardinal's service. An Australian regulatory and competitive environment demands that only the highest quality products be retained. Buyers assessing Australian products and services can feel assured by the high standards required of manufacturers in the Australian market. Cardinal is exceedingly well positioned to meet this need and in addition to meeting it's TGA GMP requirements must also satisfy those of the large multinational pharmaceutical companies."*

Companies attending the Natural Health Fair in Hong Kong

Sphere Healthcare Pty Ltd email: info@spherehealthcare.com.au
Contract manufacturer of quality complementary healthcare products, including vitamins, minerals and herbal supplements.

Tabco Pty Ltd email: cust.serv@tabco.com.au
A TGA licensed contract manufacturer of natural pharmaceuticals including tablets, powders and herbal extracts.

Phytomedicine Pty Ltd email: gabriel.perera@phytomedicine.com.au
An Australian herbal manufacturer dedicated to producing quality herbal products for practitioners.

Australian Naturalcare web: www.ausnaturalcare.com.au
Providing a mail order service and exporting health products proudly manufactured in accordance with the Australian Government TGA since 1989.

Vital Strength email: info@vitalstrength.com
Health supplement company with four product categories – Build muscle, Recover fast, Gain Weight and Shape up.

Tree of Health email: noni@treeofhealth.com.au
Two noni juice products – Noni Capsules registered as complementary medicine and Noni Fruit Herbal Infusion.

Nutritioncare Pharmaceuticals email: webmaster@nutritioncare.com.au
Specialists in the fields of nutritional and herbal medicine, manufacturing the highest quality supplements here in Australia, and distributed within Australian and all over the world.

Cardinal Health email: warren.prince@cardinal.com
Australia's largest contract manufacturer of OTC and nutritional supplements including softgels, vegicaps (non bovine soft capsules) and hardshells.

Johanson and Associates email: val@nhm.johanson.com.au
Consultancy providing advice on Natural Health Product Regulation, Crisis Management, Strategic Planning, International Regulatory Trends and export markets.

Golden Organics Pty Ltd email: cecilia@goldenorganics.net

Natures Care Manufacture Pty Ltd email: enquiries@naturescare.com.au

Homart Pharmaceuticals Pty Ltd email: info@homart.com.au
Specialises in Australian health supplements and cosmetics products with more than 30 products in three well-designed brands.

Aloe Wellness Australia Ltd email: salesorders@aloe.net.au

DDF (Australia) email: ddfaus@bigpond.com

Lifetime Health Products Pty Ltd email: antony@lifetimehealth.com.au



Where to find us...

Come and meet us at our national stand at the Natural Health Fair with its bright colouring featuring the Australian Flag.

Following the Natural Health Fair, Sphere Healthcare, Tabco, Phytomedicine and Vital Strength will hold seminars in Thailand (15th), Singapore (17th) and Malaysia (22nd) at events that have been organised by Austrade.

Please contact your local Austrade Business Development Manager for further information:

HONG KONG

Ms Sally Lam
Email: sally.lam@austrade.gov.au

BANGKOK

Ms Chutima Pleanchote
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SINGAPORE

Ms Janice Aw
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MALAYSIA

Ms Shen Ho
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This is a great opportunity to explore opportunities for Australian made natural health products. This mission is being supported by Austrade and the NSW Department of State and Regional Development.

For more information:

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FACT SHEET

Australian Natural Products or Complementary Medicines

- 01 Dietary supplements and herbal remedies are regulated as complementary medicines in Australia, under one of the strictest regulatory regimes in the world, including pharmaceutical manufacturing standards.
- 02 Ingredients can only be used if they have been evaluated and considered low risk, and have been tested and authenticated using validated methodology.
- 03 Under Australian law, complementary medicines can only be manufactured, supplied and exported if they comply with the strict regulatory requirements, contain permitted ingredients and are registered.
- 04 Evidence must be available to support any therapeutic claims that are made for these products in Australia.
- 05 Complementary medicines from Australia have a reputation internationally as being high quality.
- 06 Recent increased post market surveillance has resulted in even higher quality product.
- 07 Australia's 'clean and green' image adds further value to products manufactured here.
- 08 Australia's natural health products export market was valued at about \$AUD 200million over eighteen months ago.
- 09 Asia is a key export market, with enormous potential for further growth.
- 10 Indications are that Asian consumers are looking for products manufactured outside Asia as they are seen to be more contemporary and perceived to be high value and quality.
- 11 The Australian natural healthcare products industry is valued at about \$AUD 1billion and is currently growing between 15-20% per annum.
- 12 Research is clearly demonstrating the value of natural products as being in many cases as effective as a pharmaceutical product and with much fewer side effects.
- 13 Following the recent recall of the arthritis drug Viroxx, Australian sales of the natural product glucosamine have escalated, indicating that this product is seen as a viable alternative to the prescription pharmaceutical products for use in relieving pain associated with arthritis and in improving the condition.
- 14 The Australian Government is funding a health economics study using glucosamine, which is expected to demonstrate a considerable potential cost savings from greater use of glucosamine and without the side effects of NSAIDS.



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