

COMPLEMENTARY MEDICINE



Australian Government
Australian Trade and Investment Commission



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**THE NATURAL
CHOICE FOR
QUALITY AND
SAFETY**

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With a global reputation for quality and safety, backed by one of the strongest regulatory systems in the world, Australian complementary medicine products are a natural choice for consumers seeking to optimise their health.

Complementary medicines are an important part of healthcare around the world. For many people, they are an accessible, affordable and culturally acceptable form of care. The demand for complementary medicines and nutritional supplements is growing, particularly throughout Asia.

The global health and wellness trend, and recognition of the links between nutrition and health, means that more consumers are taking an active role in managing their own health. Other contributing factors include greater household disposable income, ageing populations, rising rates of chronic disease, limited access to primary healthcare and concerns about environmental pollution, food safety and food quality.

Australia's complementary medicine sector is well-established and well-regulated with numerous brands that have consumer recognition and trust. As a result, Australian vitamins, minerals, supplements and health products are being sought by consumers around the world who value consistent quality, safety and efficacy.

This report provides an overview of the Australian complementary medicine industry's key capabilities. It includes a selection of local success stories and details some of the agencies and associations helping to foster local development.

Talk to your local Austrade representative for tailored information and advice to help your organisation connect and partner with the best that the Australian complementary medicine industry has to offer.



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Australia is known for an enviable quality of life with beautiful natural environments, clean air and premium food. Australians enjoy some of the best health outcomes and longest life expectancies in the world.^{1,2} This positive image, plus an abundance of unique native plants used for food and health, helps make Australian complementary medicine products a natural choice for consumers pursuing a healthier life.

In Australia, complementary medicines include supplements (vitamins, minerals and other nutritional products), herbal, homeopathic and aromatherapy medicines, and traditional medicines (including traditional Chinese medicine, Ayurvedic, Indigenous and Western herbal medicines).

Complementary medicines have become an important part of Australia's health sector. Surging domestic and international consumer demand has supported substantial industry growth in recent years and this is projected to continue. Revenue from vitamin and mineral supplements alone is estimated to reach \$1.4 billion in 2016-17.³

The sector is strongly export-focused with over 60 per cent of Australian complementary medicine companies involved in exporting. Vitamin and supplement exports are projected to total \$677 million in 2016-17, making up nearly half of total industry revenue.⁴ Sales of herbal and traditional products, calming and sleep aid products and sports supplements, such as protein powders, are also growing.⁵

Products formulated for specific health conditions are another rising trend. By matching closely to perceived needs, these simplify the selection process for consumers. Many Australian complementary medicine manufacturers are also offering products based on Traditional Chinese Medicine (TCM) principles.





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ESTABLISHED AND INTERNATIONALLY RECOGNISED BRANDS

Complementary medicines have been used by Australians for generations. They are readily available through pharmacies, supermarkets and specialty stores. Practitioner-only product ranges also have an established role in integrative medicine practices.

Growing acceptance and uptake by Australian consumers, along with international demand, has driven steady growth in the Australian industry over the past decade. This industry growth, reinforced by a robust regulatory system, has seen the rise of many brands such as Australian by Nature, Blackmores, Caruso's, Life Space, Nature's Care, Ostelin, Swisse and Thompson's. Their domestic success is now extending into international sales as consumers seek out products with familiar names and trusted provenance.

Growing strong: Blackmores builds on 80 years of success

Case study

Australian company Blackmores is a leading provider of natural healthcare products. It was established over 80 years ago by the naturopath Maurice Blackmore and this naturopathic heritage still strongly influences the company's approach to health conditions and maintenance of wellbeing, drawing on the traditional use of herbs as medicines and combining this with the latest knowledge of nutrition.

A familiar and trusted brand for Australians, Blackmores now markets more than 500 vitamins, minerals, herbal and nutritional supplements. The Blackmores Group employs a staff of over 1,000 in Australia and serves consumers in 17 countries.

The Group's companies span activities in vitamin and herbal supplements, Chinese herbal medicine, nutritional foods including infant nutrition, health practitioner nutritional and therapeutic supplements and natural healthcare products for pets. In 2012, the Blackmores Institute, a natural health

research and education centre, was launched. Its core activities include research funding, systematic reviews of natural medicine and education programs.

As part of its commitment to innovation and providing reliable information to its customers, Blackmores offers a free Naturopathic Advisory Service and maintains an award-winning website that serves as a health and wellbeing resource for consumers.

blackmores.com.au



Blackmores National Field Sales Manager, David Tuffin.
Image courtesy of Blackmores. Photo by Cameron Bloom.

Building a healthy brand: Evolution achieves global growth

Case study

Melbourne-based Evolution Health specialises in the manufacture, marketing and distribution of premium quality nutritional supplements for Australia and the global market. Established in 2006, Evolution has built a portfolio of brands that spans all retail channels from pharmacy to health food and grocery. Its products are now exported to more than 10 countries, particularly in North America and Asia.

Through its TGA-licensed production facilities, Evolution Health has direct manufacturing capacity for liquids, capsules, creams, tablets, omega-3 and probiotic lines produced to the highest quality and the strict Good Manufacturing Practice (GMP) standards required for therapeutic goods.

Evolution Health's range includes the Life-Space brand of broad-spectrum probiotics for pregnancy, babies, children and adults. Already a leading brand in Australia, Life-Space is now the most popular international probiotic brand in China, where the quality of its primary ingredients and high standards of manufacturing compliance and labelling are important to buyers. Life-Space is now being launched throughout Asia as well as key European markets and North America.

The company also produces the Elmore Oil range, which incorporates active ingredients sourced from Australian native flora, the Health Essentials range of nutritional supplements including vitamins and probiotics and the Corams range of infant products such as gripe water and teething gel.

evolutionhealth.com.au

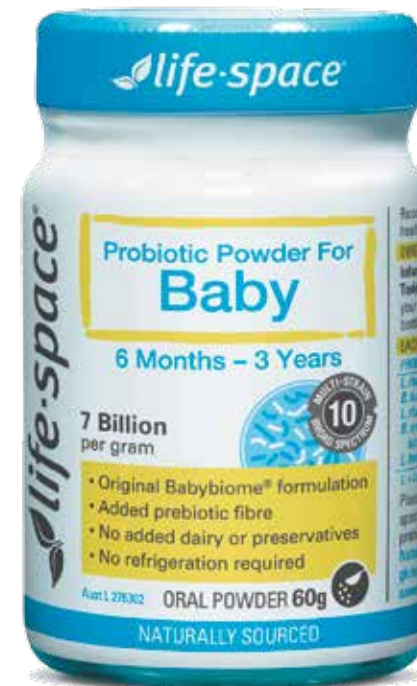


Image courtesy of Evolution Health

Integria offers practitioners and consumers a world of choice

Case study

Established in 2009, Integria Healthcare brings together several established brands with over 60 years of experience in researching, testing, manufacturing and distributing natural healthcare products. The group's retail brands include the Thompson's range of supplements based on plant extracts, nutrients and herbs, and Thursday Plantation essential oil health and beauty products. These are complemented by the leading practitioner-only brands Eagle and MediHerb.

Integria Healthcare's manufacturing facilities adhere to the code of Good Manufacturing Practice (GMP) and are regularly audited by the Therapeutic Goods Administration (TGA) to ensure pharmaceutical GMP compliance.

A long-standing commitment to evidence-based natural healthcare has seen Integria Healthcare support over 20 human clinical trials on its products. This commitment is continued at the group's world-class research and development facility in

Brisbane, which also complies with Australian standard GMP under the TGA.

In addition to its core brands, Integria Healthcare also distributes over 2,000 natural healthcare and personal care products across more than 90 brands. Distribution centres located across Australasia, Canada, the United Kingdom and US provide a comprehensive suite of solutions to healthcare professionals and consumers in major cities and regional centres around the world.

integria.com



Image courtesy of Integria Healthcare

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A STRICT REGULATORY SYSTEM FOR QUALITY AND SAFETY

Australian complementary medicines are a benchmark for quality among international consumers, thanks to Australia's reputation for premium products and its clean and well-regulated production environment for food and medicines.

The complementary medicine industry in Australia operates within a regulatory regime recognised as one of the strongest in the world. Complementary medicine products must be manufactured to the same standards as pharmaceutical products under Good Manufacturing Practice (GMP), in facilities approved and licensed by the Therapeutic Goods Administration (TGA).

The TGA sets and enforces other strict safety and quality regulations around ingredients, batch testing, shelf stability and tracking of adverse events. By comparison, in many other countries vitamins and herbal supplements are regulated as dietary supplements and must only meet the standards for food, which are generally less stringent.

In Australia, these products are regulated as complementary medicines by the TGA.

In order to be manufactured, supplied to consumers, imported or exported, complementary medicines in Australia must be entered onto the TGA's Australian Register of Therapeutic Goods (ARTG) and display an AUST L or AUST R number on the pack signifying their status as listed or registered products. When a consumer purchases a complementary medicine with AUST L or AUST R on the label, it means that the product has been produced under strict quality and safety criteria, that it contains the ingredients shown on the label and that, when taken at the dose recommended on the label, it is safe to take.⁶

MANUFACTURING CAPABILITY AND PROXIMITY TO KEY MARKETS

In addition to a growing number of trusted brands, the Australian complementary medicine sector has substantial manufacturing capability and capacity.

For international companies, manufacturing in Australia offers the assurance of stringent quality and safety standards and the strong customer appeal of Australian-made products.

Australia's geographic location also makes it an ideal base from which to export products to meet rapidly growing consumer demand throughout Asia.

Vitex offers international partners Australian-made quality and reputation

Case study

Sydney-based Vitex Pharmaceuticals is an Australian family-owned and operated, GMP certified, TGA A1-rated contract manufacturer for complementary medicine. Its manufacturing capabilities include tablets, soft gel capsules, two-piece hard capsules and powders, while the packaging offering includes bottle and blister packaging.

In 2017, following significant growth, Vitex transitioned from a 5,000 square metre (53,000 square feet) plant into a new state-of-the-art 26,000 square metre (280,000 square feet) manufacturing facility featuring the latest technological advancements. Vitex has become Australia's largest contract manufacturing plant for solid-dose complementary medicines, keeping up with the demands of working with the leading brands in Australia and around the world. With significant capital investment, additional features of the best-in-class facility include full in-house laboratory services, a dedicated research and

development laboratory, lecture theatre and gymnasium.

Rising consumer health consciousness and increasing demand for Australian-made medicine has boosted industry growth. As an Australian owned and operated facility, Vitex is well placed to supply a substantial portion of this manufacturing demand. Increased capacity and uncompromising pursuit of quality standards, recognised by the TGA with an A1-rating, ensures the highest level of quality compliance.

This combination of full-service manufacturing and packaging capabilities, along with a reputation for excellence in quality, operational reliability and integrity and innovation of products and services, has seen Vitex leading the way in supplying complementary medicines to markets around the world, particularly the Middle East, Arab Gulf and Asia.

vitexpharma.com



Image courtesy of Vitex Pharmaceuticals

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GLOBALLY CONNECTED RESEARCH AND TESTING

Australia's global reputation for excellence in health and medical research extends to complementary medicine, particularly TCM, as well as cost-effective clinical testing of complementary medicine products.

Australian companies and institutions offer substantial expertise and established research facilities for the analysis of phytogetic and other traditional medicines and have developed techniques for standardisation of active component levels in commercial preparations. A number of organisations can provide contract services for evaluation of the quality, efficacy and safety of complementary medicine preparations.

Australia is home to a number of complementary medicine research centres, including:

- The National Institute of Complementary Medicine (NICM). NICM conducts clinical and laboratory research to close the gap between the use of complementary medicines and understanding how they work. NICM's clinical trial work focuses on women's health, aged care, cardiovascular health and gastroenterology. Its pre-clinical laboratory research focuses on identification, bioactivity and the action mechanisms of herbal medicines and herb-drug interactions.
- The Chinese Medicine Confucius Institute, a collaboration between RMIT and Nanjing University of Chinese Medicine, is a leader in the development of TCM education in the Western world.
- The Australian Research Centre in Complementary and Integrative Medicine (ARCCIM), at the University of Technology Sydney, is a public health research centre that focuses on critically investigating and analysing a broad range of consumption, practice and policy issues around traditional, complementary and integrative health care. Areas of focus include women's health, especially pregnancy, as well as back pain, cancer care, allergies, palliative care, chronic illness and ageing.

NICM explores the potential of complementary medicines for treating modern health challenges

Case study

NICM is Australia's leader in integrative and complementary medicine research and policy development. Based at Western Sydney University, NICM's research program investigates the breadth of interrelated issues in complementary and integrative medicine, from the broad social research perspective to detailed analysis of the chemical constituents and molecular effects of herbal medicines.

Currently a Phase III clinical trial is underway at NICM to investigate the efficacy and safety of a standardised formula of Sailuotong (SLT), a Chinese herbal medicine, in the treatment of patients with vascular dementia or Alzheimer's disease with cerebrovascular disease. Dementia is one of the most common and costly chronic diseases worldwide and current pharmaceutical drug treatments are ineffective for vascular dementia, the second most common form. This research, led by NICM researchers in collaboration with the China Academy

of Chinese Medical Sciences, could lead to a breakthrough treatment for millions of people around the world.

NICM's international research team developed SLT based on the principles of Chinese medicine and conventional pharmaceutical technology. Over the last 10 years, SLT has been systematically studied in pre-clinical and clinical research and its efficacy and safety have been demonstrated in patients with vascular dementia from two Phase II clinical trials. NICM researchers are now conducting the final phase of development for a Phase III clinical trial in 10 hospitals across Australia.

NICM is also actively involved in agreements and research collaborations with international centres, including the China Academy of Chinese Medical Science, the Korea Institute of Oriental Medicine and recognition by the Chinese Government as a National Level International Joint Research Centre.

nicm.edu.au



Professor Daniel Chan, holding SLT capsules designed specifically for a vascular dementia and mixed dementia Phase III trial currently underway in Australia. Image courtesy of NICM.

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The following are some of the organisations involved in the Australian complementary medicine industry. Contact your local Austrade representative about connecting and partnering with the Australian complementary medicine industry.

Therapeutic Goods Administration

The Therapeutic Goods Administration (TGA) is Australia's regulatory authority for therapeutic goods. The TGA carries out a range of assessment and monitoring activities to ensure therapeutic goods available in Australia are of an acceptable standard, with the aim of ensuring that the Australian community has access, within a reasonable time, to therapeutic advances.

tga.gov.au

Entrepreneurs' Programme

This is a Federal Government program offering free advice, connections and matched funding to eligible businesses in the complementary medicines sector.

**[business.gov.au/assistance/
entrepreneurs-programme-summary](http://business.gov.au/assistance/entrepreneurs-programme-summary)**

Complementary Medicines Australia

Complementary Medicines Australia represents the complementary healthcare products industry. Its members include importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, direct marketers, multi-level marketers and consumers. It is a principal reference point for members, the government, the media and consumers to communicate about issues relating to the complementary healthcare industry.

cmaustralia.org.au

Australian Self Medication Industry

ASMI is the peak body representing companies involved in the manufacture and distribution of non-prescription consumer healthcare products, including over-the-counter (OTC) and complementary medicines in Australia. It also represents related businesses including advertising, public relations, legal, statistical and regulatory consultancy companies and individuals.

ASMI works to promote the best interests of its members through negotiation, debate, cooperation and information sharing with a wide range of stakeholders in the region and around the world. It is a member of the World Self-Medication Industry (WSMI).

asmi.com.au

Australian Natural Health Care Directory

This is a commercial directory listing Australian manufacturers and providers of natural health and wellness products and services.

australiannaturalhealthcare.com



Image courtesy of Tourism Australia

ABOUT AUSTRADE

The Australian Trade and Investment Commission – Austrade – contributes to Australia’s economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- develop international markets
- win productive foreign direct investment
- promote international education
- strengthen Australia’s tourism industry
- seek consular and passport services.

Austrade helps companies around the world to identify and take up investment opportunities in Australia as well as to source Australian goods and services.

Our assistance includes:

- providing insight on Australian capabilities
- identifying potential investment projects and strategic alliance partners
- helping you to identify and contact Australian suppliers.

W www.austrade.gov.au

E info@austrade.gov.au



Image courtesy of Vitex Pharmaceuticals



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