

Media Release

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CHC Slams Misguided Academics' Approach to Complementary Medicines

The Complementary Healthcare Council of Australia (CHC) is disappointed by the misguided approach taken in a recent editorial published in the *Annals of Internal Medicine* and entitled, 'Enough is Enough: Stop Wasting Money on Vitamin and Mineral Supplements.'

The editorial demonstrates a closed-minded approach that attempts to dismiss even the proven benefits of vitamins and minerals, completely failing to acknowledge the significant and every-growing body of research that exists to support dietary supplementation.

Mr Carl Gibson, CEO of the CHC said, "it will be a huge shame for Australian consumers if this type of one-sided approach influences the recognition of the very real need for vitamin and mineral supplementation. In Australia, as in the US, the typical person's food and lifestyle choices fall far short of the desired healthy diet and healthy behaviours."

The CHC recently welcomed the publication of the *WHO Traditional Medicine Strategy 2014-2023*, which is intended to support countries to harness the potential contribution that complementary medicines, including vitamins and minerals, can make to health, wellness and people-centred health care through appropriate integration into health systems.

"If it shows anything at all, the editorial highlights the fact that academics also fall short of the the cohesive and integrative approach that will ultimately allow consumers to access complementary medicines in an effective, safe and respectful manner" said Mr Gibson.

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