



Media Release

CHC Welcomes Newly Elected ASMI President

Election results released overnight announcing Mark Sargent as the new President of the Australian Self Medication Industry (ASMI) are warmly welcomed by the Complementary Healthcare Council (CHC) of Australia. The CHC looks forward to building a relationship with Mark Sargent, General Manager Australia and New Zealand, Consumer Care, Bayer Australia, and continuing the positive collaborative work being undertaken with ASMI on key Complementary Medicines (CMs) regulation policy matters.

Executive Director of the CHC, Dr Wendy Morrow, also extended congratulations to Ralph Dahmen, Managing Director of Omega Pharma Australia and New Zealand, on his new role as Vice-President (secretary) and Trevor Norman, General Manager of Combe Asia-Pacific, on his re-election as Vice-President (treasurer).

“The CHC welcomes the new ASMI appointments and looks forward to continuing a close working relationship with them on matters crucial to the CM Industry. The continuation of regulatory change throughout 2013 will bring a number of challenges which we look forward to tackling in order to maintain an appropriately regulated and viable Industry, offering products of high consumer demand.

The CHC is committed not only to the advancement of a sustainable CM Industry, through the implementation of appropriate regulation, but also to improving knowledge and understanding around CMs, both within the healthcare and medicines industries as well as amongst consumers.

Suitable for anyone already involved in or with an interest the Industry, or simply looking to improve their knowledge around their personal health and supplementation requirements, the CHC has established a professional development program. Developed by independent industry experts, the CHC’s non-product based program provides in-depth and up-to-date training in key areas of the CM Industry.

Together with the professional development courses, the CHC also engages with, and educates consumers around all aspects of CMs and consumer health through their *Naturally* Australia magazine. Issue 3 of *Naturally* Australia will be launched in April and is supported by a consumer specific online portal and Facebook page. Providing independent and professionally written content addressing general health, wellness, nutrition and lifestyle, consumers can find this magazine on selected news stands Nationwide.

For more information on the CHC professional development program please visit the dedicated [website](#).

To check out *Naturally* Australia online, visit the [website](#) or [Facebook page](#).

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