

Media Release



30 May 2013

CHC and *alive* Australia Join Forces

The Complementary Healthcare Council (CHC) is pleased to announce a new partnership with Alive Australia Publishing, in support of Australian consumers, through the *alive* Australia and *alive* Pharmacy healthy living magazines.

“The publishing partnership includes co-branding arrangements as well as collaboration with content and consumer-driven social media communications. Our first edition is planned for early September 2013, and will be available for all delegates at this year’s CHC National Conference in Sydney”, said Dr Morrow, Executive Director of the CHC.

alive Australia and *alive* Pharmacy, published quarterly, have a combined distribution run of almost one million copies per year throughout Australian retail health food outlets and pharmacies.

“The *alive* magazines fit well with what CHC stands for - a holistic healthcare approach, based on the prevention of illness, long-term community wellness and consumer choice”, said Dr Morrow.

The *alive* titles have enjoyed continued success since 2009 and are two of Australia’s most widely-read titles by consumers of complementary medicine products.

The Complementary Healthcare Council of Australia (CHC)

The CHC is the peak Australian industry body committed to a thriving and sustainable complementary medicines and healthcare products industry. We believe in a holistic healthcare model based on the prevention of illness, long-term community wellness and consumer choice.

We are 100% for the complementary medicines and healthcare products industry, as distinct from the pharmaceutical and over-the-counter (OTC) medicines sector.

Our Board and membership represent complementary healthcare industry stakeholders such as importers, exporters, manufacturers, raw material suppliers, wholesalers, sponsors, distributors, health-food retailers, health practitioners, consultants, consumers and marketers. Collectively, our members engage with and are driven by Australian consumer choices every day.

Complementary medicines and natural healthcare products cover products such as vitamins, mineral and nutritional supplements, special purpose foods, natural cosmetics, herbal and homoeopathic medicines, and aromatherapy products.

Alive Publishing (*alive* Australia, *alive* Pharmacy)

Alive Publishing is an international publishing house with its natural health and wellness products found around the globe. *alive* Australia and *alive* Pharmacy, both for the Australian marketplace, have enjoyed local success for nearly five years. Internationally, Alive Publishing has focused on natural health and wellness for nearly 40 years and now produces a host of successful publications, information and special events specific to natural health and wellness.

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