

Media Release



5 June 2013

CHC supports good Science at ARCS Congress

The Complementary Healthcare Council of Australia (CHC) supports open and constructive debate on the importance of translational research in complementary medicines, at the ARCS Scientific Congress opening today, 5 June 2013 Sydney.

"With ongoing reforms to the complementary medicines industry, it is pleasing that for the first time ARCS have dedicated a stream focusing on complementary medicines, which I am pleased to have been invited to Chair", said Ms. Emma Burchell, Head of CHC Regulatory Affairs.

"This session will explore questions such as, should complementary medicines be treated differently to orthodox medicines and do we need to re-think the research model paradigm?", said Ms. Burchell.

The step between natural compounds laboratory research and implementation into real world clinical practice, and healthcare is not always straight forward.

"Ultimately, more research, its translation and integration into consumer healthcare is required for complementary medicines to continue to meet the needs of consumers looking for preventative health and overall wellness outcomes", said Ms. Burchell.

According to www.arcsconferences.com the event has attracted over 800 delegates, with 120 speakers across 46 sessions.

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.

For Media Interviews contact

CHC, Executive Director
CHC Marketing and Communications

Dr Wendy Morrow
Richard Arranz

0407 072 151
0408 388 015

www.chc.org.au