

Media Release

3 November 2014

CMA National Conference & Industry Awards

Complementary Medicines Australia (CMA) recently welcomed around 270 delegates and guests to Sydney for the 2014 National Conference and Industry Awards.

CMA chief executive, Mr Carl Gibson, said, “we were delighted to present an exceptional program of Australian and International speakers, each providing a fresh insight in exploring the theme ‘The Wellness Revolution’, a theme that encompasses a number of key approaches for how our industry can continue to innovate, grow, and contribute to improved consumer health.”

“Complementary medicines have been shown to play a significant role in allowing individuals to maintain a high level of physical and psychological wellness, and our industry holds enormous potential to assist in combating unsustainable health care costs. Our National Conference provided a strong reminder of how complementary medicines can help deliver preventative healthcare today for a better, healthier tomorrow.”

In summation, Mr Gibson said, “this is an exciting time for the complementary medicines industry. With two in every three Australians using complementary medicines on a regular basis, our industry has a central role to play in empowering consumers to care for their health, and in promoting a shift in policy focus from the traditional disease model to one of health and wellness.”

Once again, the 2014 Industry Awards were strongly contested. Mr Gibson noted the importance of the Awards to Industry as providing an opportunity to recognise and celebrate the outstanding contributions made by both individuals and companies.

“CMA Industry Awards are a celebration of excellence, and a chance to recognise the commitment, integrity and contributions of our members to the complementary medicines industry and, ultimately, to consumers and consumer health.”

2014 Industry Award Winners (below)

For Media Interviews or Further Information Contact:

CMA, Chief Executive:

Carl Gibson

+61 432 201 945

Media Release

2014 Industry Award Winners

Lady Cilento

Alan Bensoussan – National Institute of
Complementary Medicine

Vince Russell Retailer of the Year

Mr Vitamins – Abraham James

High Quality Manufacturer of the Year

Lipa Pharmaceuticals

Most Outstanding Contribution to Research, Education or Training

The BioConcepts Education Centre

Quality Raw Material Supplier of the Year

Network Nutrition – IMCD

Most Outstanding Industry Contributor of the Year

The Blackmores Advisory Service Team
(Lead by Julie-Anne Atkinson)

Salesperson of the Year

Sue Rennie, Ferngrove Pharmaceuticals

Wholesaler or Distributor of the Year

Complementary Medicines Group

Most Outstanding Marketing Campaign

Swisse Wellness – The Swisse Color Run

ENDS

For Media Interviews or Further Information Contact:

CMA, Chief Executive:

Carl Gibson

+61 432 201 945