

Member Alert

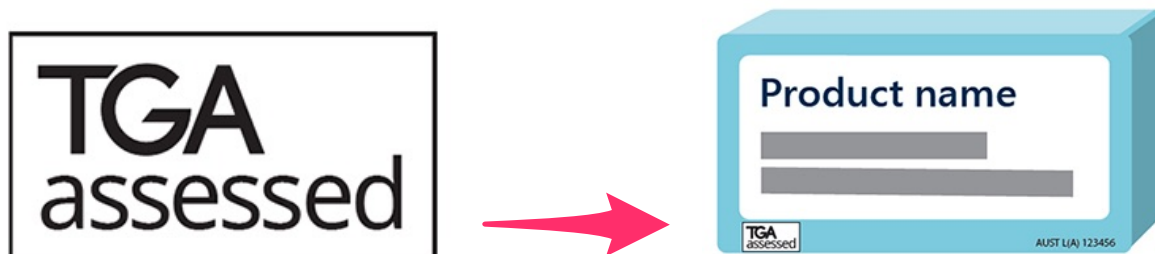
APPROVED - Positive Claimer for TGA-Assessed Complementary Medicines

Dear Member,

In a landmark change for the Complementary Medicines sector, the positive claimer of efficacy for TGA-assessed Complementary Medicines has now been approved. The claimer will help consumers identify which Complementary Medicines have been assessed and approved for efficacy. Such products will be eligible to carry higher level health claims than current Listed (AUST L) products, including health benefits for more serious health conditions.

Government-recognised status of the efficacy of Complementary Medicines which hold higher level health claims is an Australian world-changing first, a significant achievement of the positive campaigning of CMA and its members.

The claimer, to be applied voluntarily by the sponsor of the approved product, will appear as follows:



The optional statement on the label, based on TGA consumer testing preferences, will be:

‘Evidence for the approved indications has been assessed by the TGA’.

The introduction of the positive claimer was not without controversy, with support from the Complementary Medicines industry as well as support by consumer groups, but with the TGA also noting in its report, some opposition to it from Over-The-Counter medicines industry.

The claimer will be eligible to be applied to labels whose evidence supporting the medicines’ indications has been assessed by the TGA, prior to supply onto the market. It will be eligible for Complementary Medicines that are Registered - “AUST R” on the pack - or the new Listed Assessed pathway - “AUST L(A)” on the pack. It will not be available for sunscreens or Registered OTC medicines (such as paracetamol).

More information about the TGA’s consultation and outcomes in relation to this claimer are on the TGA website [here](#). For technical members, CMA is seeking some further clarification on implementation of the claimer and will send a Technical Alert shortly when this is received.

ENDS.