

HERE IT IS!

Introducing the solution for the Natural Health Products (NHP) industry.

SIGN ON NOW to the newsletter and business directory on

www.myhealth.co.nz

myHealth is an alternate regulatory model for New Zealand NHPs. It provides a low-cost, sensible alternative to the Government plans to let Australia take control of running our NHP industry and still meets the Government's public safety concerns.

The myHealth model is;

- Simple and user friendly
- Cost effective
- New Zealand controlled
- Encourages innovation
- Protects consumers
- Follows the Select Committee recommendations
- Cuts out unnecessary administrative expense
- Co-ordinates the industry

At the heart of the model is the myHealth website. This site allows all NHP businesses to be listed in the business directory and provides a one stop shop where all products will be catalogued and available to be searched by consumers and regulators alike. The loading of products onto the site is to begin shortly.

The site will provide fast, free and up to date information about all NHP's available in New Zealand. The information includes helping consumers find the right product for them, where they can get, and how best to take, the product. It also has the capacity to allow users to find natural health practitioners or retailers in their area.

Through the site's newsletter function important industry information can be directed to the people who will be affected. Click here to sign up now. <http://www.myhealth.co.nz/newsletter.php>

As well as the system of self certification of products on the web site, the regulatory model includes GMP licensing of manufacturers and suppliers and a comprehensive claims manual providing certainty to the industry as to what claims may safely be made and in what situations.

myHealth has been developed by the New Zealand Health Trust, a charitable organisation aimed at ensuring high quality impartial health information is available to New Zealanders.

Feedback already received from the industry has indicated that this is just what the industry needs.

We want to show the Government that our industry supports sensible regulation and that a system is in place which achieves this. For this reason we encourage you to visit the site and either register your business in the business directory and/or subscribe to the newsletter service.