

MEDIA ALERT

Tuesday, 20 August 2013

ATMS FORUM: The Future of Practitioner Only Products (POP's)

TGA to answer practitioners' questions on latest advertising legislation proposals

Naturopaths, Herbalists, Homeopaths and Nutritionists, who manufacture and supply Practitioner Only Products (POP's) will have the opportunity to have their voice heard by the Therapeutic Goods Administration (TGA) this Sunday, 25 August in an industry first forum, presented by The Australian Traditional Medicine Society (ATMS).

This unique opportunity will bring these natural therapists together to speak directly to the key regulator and decision maker about the recent advertising proposals relating to POP's. This event will inform attendees about the impact on clinical practice that the proposed TGA advertising reforms may have.

- Event:** The Future of Practitioner Only Products - Forum
- Date:** Sunday 25th August 2013
- Time:** 1.30pm to 4.30pm (registration 12.45pm)
- Venue:** Novotel Sydney Central
169 Thomas St, Haymarket NSW (10 minute walk from Central Station)
- Guest Speaker:** **Professor John Skerritt, National Manager of the Therapeutic Goods Administration (TGA)**
- Speakers:** Representatives from **ATMS, Blackmores, BioMedica** and **BioCeuticals**
- Parking:** Available at Novotel, enter via Thomas Street
- Cost:** \$18 ATMS member
\$36 Non ATMS member
- Bookings:** Visit www.atms.com.au FREECALL 1800 456 855 or email info@atms.com.au
- Media Passes:** Limited media passes available - **RSVP by 3PM Friday 23 August:**
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Topics to be discussed on the day will include:

- > The historical development of POP's.
- > The relationship between advertising legislation and POP's.

- > Overview and rationale of the TGA's advertising proposals.
- > Specific focus on the proposal affecting POP's.
- > The potential impact of the proposal on manufacturers and suppliers of POP's.
- > Overview of what has been done by ATMS and the Industry in response, to date.
- > What further needs to be done to protect practitioner's rights?

-ENDS-

Notes to Editors:

About Professor John Skerritt:

Professor Skerritt has a PhD in Pharmacology, is an adjunct Professor at the University of Queensland, and from 2009-2012 was the Deputy Secretary of the Department of Primary Industries in the Victorian Government.

Professor Skerritt has extensive experience in medical, agricultural and environmental policy, regulation, research, research management, technology application and commercialisation. Professor Skerritt has more than 17 years of experience in managing laboratory programs and operations in diagnostics, cell culture, biomedical instrumentation, chemistry and biochemistry. He also has experience in regulatory reforms of veterinary drugs and agrochemicals, including being chair of a National Committee of Commonwealth and State Regulators.

About ATMS:

- The Australian Traditional-Medicine Society (ATMS) was formed in 1984 as an incorporated not-for-profit company with the Australian Securities and Investments Commission.
- Interviews with Trevor Le Breton, CEO of ATMS, are available upon request
- Connect through social media channels:
 - Facebook: [/atmsnatmed](#)
 - Twitter: [@atmsnatmed](#)
 - LinkedIn: [company/australian-traditional-medicine-society](#)