



**AUSTRALIAN SELF-MEDICATION INDUSTRY**  
BETTER HEALTH THROUGH RESPONSIBLE SELF-CARE

27 November 2006

## **MEDIA RELEASE**

### **Complementary Medicines to Benefit from Evidence-based Research**

The Australian Self-Medication Industry (ASMI) has welcomed the support from the Commonwealth in providing \$5 million through the NHMRC for research into complementary medicines.

The Executive Director of ASMI, Juliet Seifert said the funding provides an opportunity to generate evidence that underpins the use of complementary medicines in reducing the disease burden in the community.

“Consumer research has consistently shown that Australians are amongst the biggest users of complementary medicines internationally.

“The funding is another step that will enable consumers to engage in responsible self-care by having access to evidence-based findings that inform decisions on long term health.

“ASMI also sees the funding as an opportunity for a transfer of knowledge between the biomedical and complementary research communities.

“It provides the chance for established clinical experts in the major National Health Priority areas of serious diseases and conditions to join complementary medicine researchers to collaboratively pursue key projects,” Ms Seifert said.

ASMI was a participant in a recent collaborative stakeholder meetings with NHMRC, the NSW Office for Science and Medical Research, and the University of Western Sydney's Centre for Complementary Medicine Research, where the dedicated funding was foreshadowed.

This key meeting has set some future directions for NHMRC. It provides the capacity to build, through scholarships and research, future generations of complementary medicine researchers.

#### **About ASMI**

ASMI (Australian Self-Medication Industry) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy. Further information is available at [www.asmi.com.au](http://www.asmi.com.au)

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