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## **MEDIA STATEMENT**

### **ASMI appoints new senior manager to oversee complementary medicines**

The Australian Self-Medication Industry (ASMI) today announced the appointment of Ms Ruth Kendon as the new Regulatory & Technical Manager for Complementary Medicines.

Ms Kendon is a practising naturopath and herbalist based in Sydney. She has degrees in Naturopathy and Botanical Medicine and has spent 24 years in private practice. She has also taught clinical nutrition and served on the Board of Directors of the National Herbalists' Association of Australia.

The Executive Director of ASMI, Juliet Seifert said: "I congratulate Ruth on her appointment and am delighted that we have been able to attract a person of Ruth's calibre and experience to this very important position.

"Ruth has outstanding credentials in both the theoretical understanding, as well as the day-to-day practical application, of complementary and alternative medicines.

"She also brings an extraordinary level of professionalism and accomplishment to the regulatory issues associated with complementary medicines.

"She has worked closely with manufacturers, practitioners, patients, sponsors and advertisers, and has had a close association with the regulatory authorities through her extensive consultations and submissions to the Therapeutic Goods Administration (TGA).

"With the complementary sector facing calls from some quarters for increased regulation, the appointment of such a well credentialed executive will assist ASMI members in having their voices heard," Ms Seifert said.

The Federal Government's focus on preventative health, and on self care as outlined in the recent discussion paper on Primary Health, point to an increasing reliance by many people on a range of over-the-counter (OTC) medicines including complementary medicines.

"Many Australians choose complementary medicines as a means of both treating illness and maintaining good health or as part of an integrated strategy of preventative health," Ms Seifert said.

"Particularly for those with minor ailments or chronic conditions, complementary medicines provide a critical means of treating ailments, and millions of Australians use them regularly".

Ms Kendon will assist ASMI to represent its members' interests across a range of forums and will provide assistance in the listing of complementary medicines, presenting ASMI's position in submissions to government and preparing materials to support product efficacy, safety and therapeutic claims before the TGA and other bodies.



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE



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About ASMI: The Australian Self-Medication Industry (ASMI) 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. [www.asmi.com.au](http://www.asmi.com.au)

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