



NATURAL PRODUCTS NZ



ADVANCES IN NEW REGULATION  
IN NEW ZEALAND

# The Natural Health Products Bill

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# Natural Products NZ

- The industry association in NZ for natural products including dietary supplements and skincare plus more
- Representing over 80% of the industry
- 70% of NZ export earnings are from biologically based industries
- Our role is to increase the profile of New Zealand as a source of quality natural products and ingredients and to foster the development of a sustainable natural products sector through collaboration
- The voice of the industry with the regulator, media and work with members to assist export and achieve growth



# NZ Sector Survey 2014

- \$1.4bn contribution to economy (+40%)
- 85% of respondents export over \$285 million per annum
- Strong growth projected
- Australia, China and Hong Kong key markets, plus for smaller firms – UK, USA and Europe



# NZ Sector Survey 2014

- Quality rather than cost driven
- Strongly positive perceptions of NZ as a manufacturing provider
- Strongly positive perceptions for unique and innovative products, product integrity, safety, quality, cost and clean and green image



# NZ Sector Survey 2014

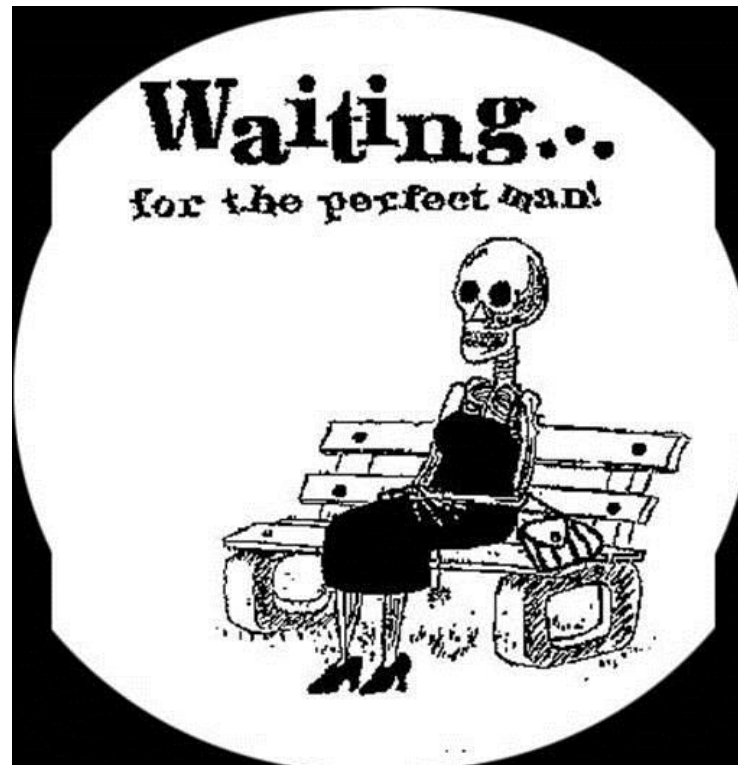
- Highly innovative sector
- New goods & services introduction high
- Opportunity gap in innovation
- More R&D required even though higher in our industry than others
- NHP Bill required to reassure markets



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## NHP Bill (hopefully 2016)





# Natural Health Products Bill - NZ



- The Natural Health Products Bill is awaiting it's third and final reading
- A Consultation Document was issued late 2015 with suggested detail, and submissions have been made
- Submissions currently being considered by Ministry of Health
- Major concerns from the industry around Intellectual Property and Proprietary Ingredients



# Natural Health Products Bill - NZ



- Similar to the Australian and Canadian systems
- A light-touch regulatory system that is inexpensive to operate
- Industry is cohesive and keen to have regulation enacted
- Consumers will receive more information on products and what they can do
- Our export customers will have even more comfort regarding our quality and efficacy
- No more cowboys!





# Natural Health Products Bill – NZ

## - Structure





# Natural Health Products Bill-NZ

## - Permitted Ingredients

- The Interim Technical Expert Advisory Committee has re-convened
- A Permitted Ingredients Committee has been appointed with experts from the industry and academia – they will consider the 5,500-7000 ingredients on the suggested list
- NPNZ works closely with the Ministry to resolve issues in a non-confrontational way



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# Thank You

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