



Bio Concepts Pty Ltd
Unit 9, 783 Kingsford Smith Drive
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Dear Health Care Practitioner,

There has been a significant amount of discussion in recent times between manufacturers, distributors and Health Professionals regarding the issue of practitioner-only products being available for purchase in a retail environment.

As a company that has been setup and run by natural health professionals for over twenty years, we are familiar with your needs and concerns and do not take them lightly. As a producer of a practitioner only range of nutritional supplements Bio Concepts abides by the Complementary Healthcare Councils (CHC) Industry code of practice.

Subsequently, we have taken every reasonable and realistic step in order to ensure that products are not stocked in violation of our distribution policy.

Our distribution policy applies to the following Practitioner only brands:

- Orthoplex
- Dr Vera's Pure Innovation (DVPI)
- Dr Vera's Formulations
- Nordic Naturals Professional

The Policy states that a qualified Health Care Practitioner with a TGA exemption number may purchase our products for resale. *When a Health Care Practitioner is in a retail setting products are to be sold in the following way:*

- 1. A qualified Health Care Practitioner must hold the purchasing account. For details on who is classified as a Health Care Practitioner the TGA advertising code can be found on the commonwealth law webpage www.comlaw.gov.au*
- 2. All practitioner only products are to be stored in a restricted access area where the retail public cannot access them. In accordance with the CHCs Industry code of practice all products must be located so that they are inaccessible by the general public or unauthorized personnel.*
- 3. All products are to be sold to the public only with a valid prescription or a consult with the in store practitioner abiding by association code of conduct disclaimers.*
- 4. All products are ONLY to be sold and accessed by the qualified Health Care Practitioner.*





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5. Any outlet found not abiding by the above will receive a written warning followed by cease of supply of the product ranges.

Any complaints can be referred to complaints@bioconcepts.com.au to be dealt with swiftly by our customer service team.

Bio Concepts will also continue to support you with marketing and educational materials to assist you in the process of acquiring, maintaining and retaining clients by ensuring they understand the primary benefits of engaging with a qualified health professional in a clinical setting.

We look forward to continuing to support the growth of your business and the health of your patients with both quality education and products for years to come.

Warmest Regards,

Jenny Smith
CEO

Bio Concepts Pty Ltd

