



NaturalFacts

*New product announcements, specials
and information from New Roots Herbal*

January 3 – January 31, 2011

SPECIAL EDITION

Enough With the Games !

As those in the natural health products industry are well aware, Health Canada and the NHPD are spreading chaos with nonsensical regulations. The result: safe products are being pulled from the shelves. Other manufacturers are allowed to continue to sell those same products, but as non-medicinal ingredients. Does Health Canada really believe a product it removes from sale to be unsafe, if it allows some manufacturers to continue to sell that very same product? If a product is deemed unsafe it should not be sold, period.

Unfortunately, natural health products are deemed guilty until proven innocent by evaluators who lack an education on natural health products and treat them like patented pharmaceuticals.

Canadians are losing their freedom to purchase safe products in the sterile vacuum of knowledge at the NHPD. **The issue is not safety;** the issue is efficacy requirements. Manufacturers are forced to attach health claims on their products, and these claims necessitate pharmaceutical-like multiple human clinical trials.

The bureaucrats have covered themselves by increasing their rejection rate. In the eyes of the NHPD, a rejected product application is a processed application. The industry's only option: to simplify their products and eliminate ingredients which Health Canada is not convinced are efficacious. Big pharma is happy to push this process as it fits their current model perfectly. If we do not continue to place pressure on our politicians, our industry will be gutted and the only available natural health products will be those marketed by large, pharma-style, corporations with minimal ingredients and overinflated price tags.

If we treat efficacy requirements for natural health products like pharmaceuticals, we will lose them. Your fish oil will cost 100 dollars a bottle. Do not take our word for it: do your research and enter in a search engine "fish oils and big pharma" to see what the future has in store for your freedom of health –overpriced, government-paid, natural health products with minimal doses that simply direct more people to even more expensive pharmaceuticals, and our drug plans are actually paying for this scam.

Our politicians pledged their support for us, and now they have stood by, ignored us and mostly abandoned us once they gained power.

Health Canada and the NHPD can be reformed to serve Canadians if good politicians stand up, make themselves heard, and make democracy work.

Please contact your Member of Parliament to arrange a meeting, as MPs are back in their riding until Parliament reconvenes on January 31. We have included some relevant text from the Canadian Health Food Association (CHFA) handout given to parliamentarians for Natural Health Product Awareness Day, held earlier this year.

If we stand together against this outrageous behavior of Health Canada and the NHPD, we will have a better, safer and healthier Canada.

Peter F. Wilkes
President
New Roots Herbal

From the CHFA Handout

(Canadian Health Food Association)

Background

Canada's Natural Health Product (NHP) industry is an economically vital one that contributes \$3 billion to the Canadian economy and is comprised of predominately small and medium size businesses, which contribute tens of thousands of jobs across the country.

With 7 out of 10 Canadians using NHPs, we support the regulation of all health products in Canada but feel that the rules and enforcement must be consistent with the low risk profile of NHPs.

NHPs are highly safe, effective and are made from naturally occurring ingredients. The industry has worked for many years to ensure our products meet and exceed the demands of Canadian consumers, and our record indicates that millions of customers are confident that these products are safe and effective.

Key messages:

1. To ensure NHPs are no longer positioned as a subset of drugs under the Food and Drugs Act;
2. Only commence full compliance and enforcement once the recommended Standards of Evidence and Product Testing guidance documents are published and implemented.

Food and Drugs Act

Under the current Food and Drugs Act, NHPs are positioned as a subset of drugs. The Standing Committee of Health concluded in 1998 that NHPs are neither foods nor drugs and therefore should be defined separately in the Act.

Consistent with that conclusion, as the government is considering the introduction of

a new or modified Food and Drugs Act, the time has come for NHPs to be removed as a subset of drugs and recognized as a separate category under the Act.

NHP Regulations and Enforcement

We have concerns with Health Canada's intention to begin full enforcement of the NHP Regulations in March of 2011 (*On December 22nd, the CHFA received official notice from Health Canada of its intent to delay implementation of its new Compliance and Enforcement Policy. Health Canada is extending the compliance promotion transition period which was slated to end on March 1, 2011, and will postpone the implementation of its new NHP Compliance and Enforcement Policy until further notice.*)

We support the Natural Health Products Regulations and the recently implemented Unprocessed Product Licence Applications Regulations (UPLAR) for natural health products. Until the Natural Health Product Directorate has established guidance on standards of evidence issues, full enforcement in the absence of a specific safety concern is premature. The Health Products and Food Branch Inspectorate should only commence enforcement in March 2011 against those companies who have made little or no attempt to comply with the regulations. Enforcement for other products should only commence when the guidance document on standards of evidence is published and appropriate transition is afforded.

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