



## Contested Policy: A new listing pathway for evidence-based medicine

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## New listing pathway with optional claimer

### **Why?**

- Industry relies on hype, endorsements, beliefs and advertising for sales
- Mismatch between claims and evidence
- The mismatch is not aided by the existing options AUST L & AUST R
- Hope to stimulate innovation and research.



## Medicine Regulation in Australia

AUST-R

### Registered

- Higher risk ingredients
- Stringently assessed for efficacy, quality and safety e.g. Prescription medicines, OTC medicines.

AUST-L(A)

### Listed and Assessed

- Low-risk ingredients
- Less stringent efficacy testing

AUST-L

### Listed

- Low-risk ingredients
- **No** pre-market assessment for efficacy, safety and quality e.g. complementary medicines

**TGA**  
efficacy assessed

Product name  
[Redacted]

**TGA**  
assessed

Product name  
[Redacted]

MONASH  
University



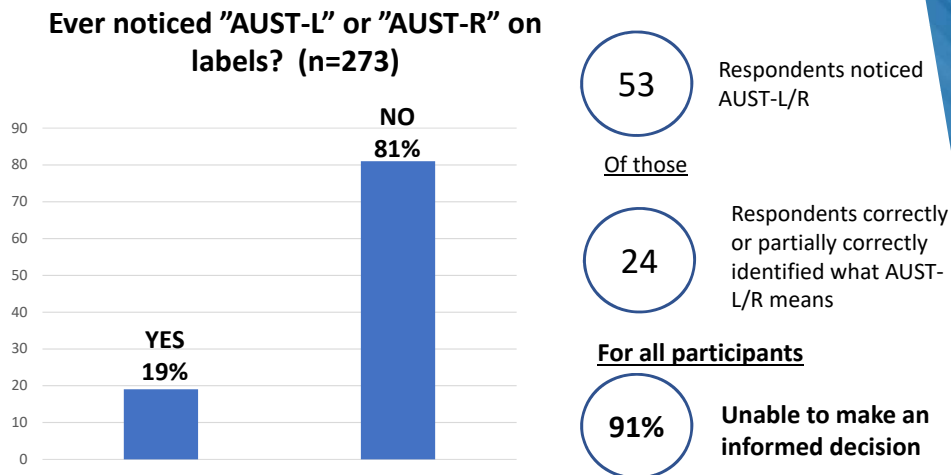
AUST L



AUST R

MONASH  
University

## A study of Australian's understanding of complementary medicine regulation



## Why introduce AUST-L(A)?

### Problems

- Existing AUST-L & AUST-R labels aren't understood.
- This needs to be fixed before introducing AUST-L(A).

### Solutions

- Spell out the meaning in more detail; now accepted for AUST-L(A); why not the others?
- Considerable public education required.
- Other labeling issues, e.g. warnings should also be consumer tested.

**TGA**  
assessed

