

Blackmores Institute REVIEW

Sharing Knowledge.
Changing Lives.



BLACKMORES
INSTITUTE

The background of the entire page is a close-up photograph of several Ginkgo biloba leaves. The leaves are a vibrant green color and have a distinctive fan-like shape with a central vein and a slightly wavy, scalloped edge. They are attached to dark brown, woody stems. The lighting is bright and natural, highlighting the texture and veins of the leaves. A teal-colored rectangular box is overlaid on the left side of the image, containing text.

About Blackmores Institute

Blackmores Institute is the academic and professional arm of the Blackmores, established to support and drive an evidence-based approach to natural medicine.

The Institute's focus is on research and education; our primary purpose is to improve the quality use of natural medicine by contributing to the evidence base. We translate this knowledge into practical healthcare education and clinical resources to improve professional practice and public health.

About Blackmores Institute

The Blackmores Institute team includes researchers, academics, healthcare professionals and educators working together to elevate natural health literacy, build the evidence base and develop safe and effective health solutions through:



Active global research program



Academic and practice grants



Research symposia and conferences



Accredited complementary medicine education program for healthcare professionals



Practical online ingredient and product training



Customised workshops for universities and professional associations



Complementary medicine interaction guidelines



Updates and commentary on emerging research news



Reviews and thought-leadership activities

Director's Report



I'm pleased to report Blackmores Institute has extended our global reach and continues to build depth and breadth in research and education.

We continue to grow the evidence-base for complementary medicine (CM) with multiple new research and academic projects underway with top universities. Furthermore, Blackmores Institute has helped improve the quality use of CM through our education programs, which have experienced a record level of learners. Pleasingly, these efforts have been recognised by industry with a new collection of awards for our education and research initiatives.

Due to the burgeoning evidence base and great public demand for natural medicines, I'm often asked about the evidence to support such therapies. Taking a holistic approach to health, I believe there are three main types of evidence. The first is the growing scientific base which has enabled and improved our understanding of efficacy, mechanisms of action, dose-response, and potential safety issues.

The second, traditional evidence, takes into account holistic medicinal systems which have longstanding use and are often part of the fabric of a local community. Traditional evidence is well recognised and supported by the World Health Organization.

And the last, relates to the patient's own experience with a therapy. When someone responds well, with substantial benefits and little harm, time and time again, this comprises another form of evidence of the most personal and possibly relevant kind.

When you consider the importance of patient-centred care and the growing evidence base, it could be argued that health care practitioners (HCPs) who incorporate a multimodality approach are delivering the best standard of health care.

It's well established that most HCPs receive little education about natural medicine and want more knowledge and confidence to meet the public's expectations. As a result, we collaborate with multiple universities and professional associations to help deliver CM education and enable HCPs to serve the public with greater confidence.

Over the last 18 months we have created and delivered what could be described as an online university for healthcare advisors. CMEd, our specialised program for community pharmacists, aims to improve confidence and knowledge when discussing both the efficacy and safety of CM. In addition, our unique integrative prescribing guide, developed with our pharmacy advisory board helps pharmacists translate their knowledge more readily into practice.

Besides our flagship program CMEd, our state-of-the-art multi-language online education portal provides the perfect complement to regular scientific symposia, weekly research newsletters and clinical resources. It delivers education in multiple languages and is utilised by people who are new to this area, together with experienced healthcare advisors.

Our research and academic activities include an active PhD scholarship program, an international pharmacy intern program and links to top tier universities in many countries including Australia, China, Indonesia, Thailand, Malaysia and Singapore. Our focus is on translational research as well as building research capacity which is an investment in a stronger future.

One of our highlights was the launch of the Tsinghua University-Blackmores Institute study into Chinese career women and their health concerns and daily stresses. It's part of our efforts to highlight issues in the community which need more attention.

Finally, there is much talk about impact these days which prompted us to think about the ways we are contributing to the world and of course, our industry. The work we do can be viewed through eight different impact lenses as seen in the graphic below.

The journey ahead is exciting and important. With a strong team and great partnerships, we feel confident that natural medicine will continue to benefit public health now, and in the future.



Dr Lesley Braun
Group Director,
Blackmores Institute



Our Heritage

Improving public health through natural medicine

Blackmores spearheaded the natural health industry in Australia and has set an unparalleled standard. Blackmores Institute was established to continue pioneering natural medicine research and education.

A series of firsts

The company was founded more than 85 years ago by Maurice Blackmore, who was a naturopath and a pioneer. He made it his life's work to provide people with natural health solutions.

Maurice Blackmore developed some of the first naturopathic products in the country and opened one of Australia's first health food stores and naturopathic clinics. In addition, he published the first consumer and industry journals and was instrumental in establishing the nation's first naturopathic education facility.

He also established a number of educational bodies, and to honour and continue this commitment to education, the Maurice Blackmore Research Foundation was established in 1983.

The Foundation's initial communiqué noted, 'The outcome of research and education undertaken by the Foundation should benefit the community as a whole and we see the Foundation as being largely the extension of his visions.'

As the use of natural medicine continues to grow, we need to remain at the forefront of knowledge on the evidence, efficacy, safety and quality of natural medicine and its effective integration into standard healthcare. It's from this need that the Blackmores Institute was established in 2012, representing yet another first in the history of the company.



85 YEAR HISTORY

Founded more than 85 years ago by Maurice Blackmore, naturopath and pioneer

1



JOURNALS & EDUCATION

Published the first consumer and industry journals and established the nation's first naturopathic education facility

2



BLACKMORES INSTITUTE

Established Blackmores Institute in 2012

4



FOREFRONT OF KNOWLEDGE

Maurice Blackmore Research Foundation established in 1983

3

EXPANDS INTO ASIA



Inaugural research symposia launched in Thailand, Malaysia and China in 2015

5

EXPANDS INTO CHINA

Academic partnership commences with Tsinghua University in 2017



6

The Science of Natural Medicine

Blackmores Institute is committed to supporting research that builds the evidence-base, translates into practice and improves the understanding of CM in improving public health.

Our focus is on research that builds the knowledge base of CM in three key areas: novel product development; discovery and innovation; and healthcare practice. We also proudly support leaders of the future through academic and practice grants, internships, PhDs and scholarships.

Blackmores Institute is committed to supporting:



Scientifically rigorous research that improves the understanding of the role of CM in enhancing public health

What/Why? to identify:



Major health concerns, incidence & prevalence

Identifying where there are natural medicine opportunities



Impact on industry

Building authority and leadership for complementary medicine

We conduct research that builds the knowledge base of CM in three key areas:



Novel Ingredient & Product Development



Discovery & Innovation



Healthcare Practice

Our current areas of focus:



General Health and Wellbeing



Cognitive Performance



Healthy Ageing



Public Health

Example of research projects



Nicotinamide:

Blackmores Institute supported a multicentre randomised clinical trial conducted by University of Sydney and Royal Prince Alfred Hospital. The trial found treating high-risk patients with oral nicotinamide significantly reduced incidence of new nonmelanoma skin cancers. This study was published in the New England Journal of Medicine in 2015. Blackmores Institute is now engaged in a follow-up trial to examine the protection afforded by nicotinamide supplementation in transplant patients.

Longevity intervention:

Blackmores Institute was involved in the Australian Research Council Longevity Intervention (ARCLI). The five-year study run through Swinburne University's Centre for Human Psychopharmacology explored the areas of cognition, cardiovascular health, inflammation and ageing (telomeres) in healthy older people. After promising initial results, research on this proprietary formula continues on several therapeutic applications.

Blackmores® Executive B Stress Formula:

A placebo controlled randomised clinical trial at Swinburne University in Melbourne that examined the impact of Blackmores® Executive B Stress Formula on the brain parameters of stress. Using Magnetic Resonance Imaging (MRI) the study detected activation of the brain centres responsible for resilience, pleasure and motivation.

Musculoskeletal system:

Multiple research activities are underway, ranging from synergy studies on ingredients aiming for the optimal ingredient combination, pain relief and disease modification studies for joint health are conducted with National Institute of Complementary Medicine (NICM) at Western Sydney University as well as with industry partners.

Diabetes:

Following on from the clinical study of Vitamin C and Bioflavonoids on Type 2 Diabetes at Khon Kaen University in Thailand, we are expanding research into other ingredients and have commenced a long-term study in Australia.

Social and public health research:

Blackmores Institute has active and fruitful relationships with a range of local and overseas institutions. Examples include: research on Impromy with CSIRO, a green paper on the health status and concerns of career women in China (Tsinghua University, Beijing); NutraIngredients Nutrition Research Project of the Year for the CMEd learning program for Malaysian pharmacists (joint effort with the Taylor's University Malaysia).

Supporting future industry leaders to build capacity, expertise and research activity

Blackmores Institute supports the development of future leaders through academic and practice grants that aim to build capacity, expertise and research activity.



Examples include:

National Institute of Complementary Medicine (NICM) – \$10M Gift: Blackmores together with the Blackmore Foundation, Marcus and Caroline Blackmore's personal philanthropic trust, have each gifted \$5 million to NICM at Western Sydney University (WSU) to further natural health research and research capacity. This gift will support the University in advancing the global evidence base of CM, through activities like PhD scholarships, postdoctoral fellowships, visiting scholars and the advancement of research translation.

Maurice Blackmore Chair of Integrative Medicine: Established in 2015 as a result of an unencumbered \$1.3 million grant from Blackmores Institute, the Chair sits within the University of Sydney's pre-eminent Sydney Medical School. The role is to promote research and essential medical education.

Australian Research Centre in Complementary and Integrative Medicine (ARCCIM) –

Naturopathic leadership program: This program is conducted by the University of Technology Sydney and funded through a three-way partnership between Blackmores Institute, the Blackmore Foundation and Jacka Foundation of Natural Therapies. Research Fellows are competitively selected from universities around the globe to collaborate on research projects and publish peer-reviewed publications, offering them the opportunity to build international networks and ongoing career mentoring.

Taylor's University, Malaysia – Practice grant:

This is our second collaboration with the

number one private university in Malaysia. This research grant evaluates the effectiveness of an educational intervention on the knowledge and behaviour of pharmacists in the country, in conjunction with the launch of Complementary Medicines Education (CMEd). The findings have been presented at international scientific events.

Chulalongkorn University, Thailand – Research

project: Offered through the Faculty of Pharmaceutical Sciences, this research grant aims to investigate the knowledge and attitude of Thai community pharmacists on CM in their daily practice. The results highlighted the need for continued CM education among pharmacists are being prepared for publications.

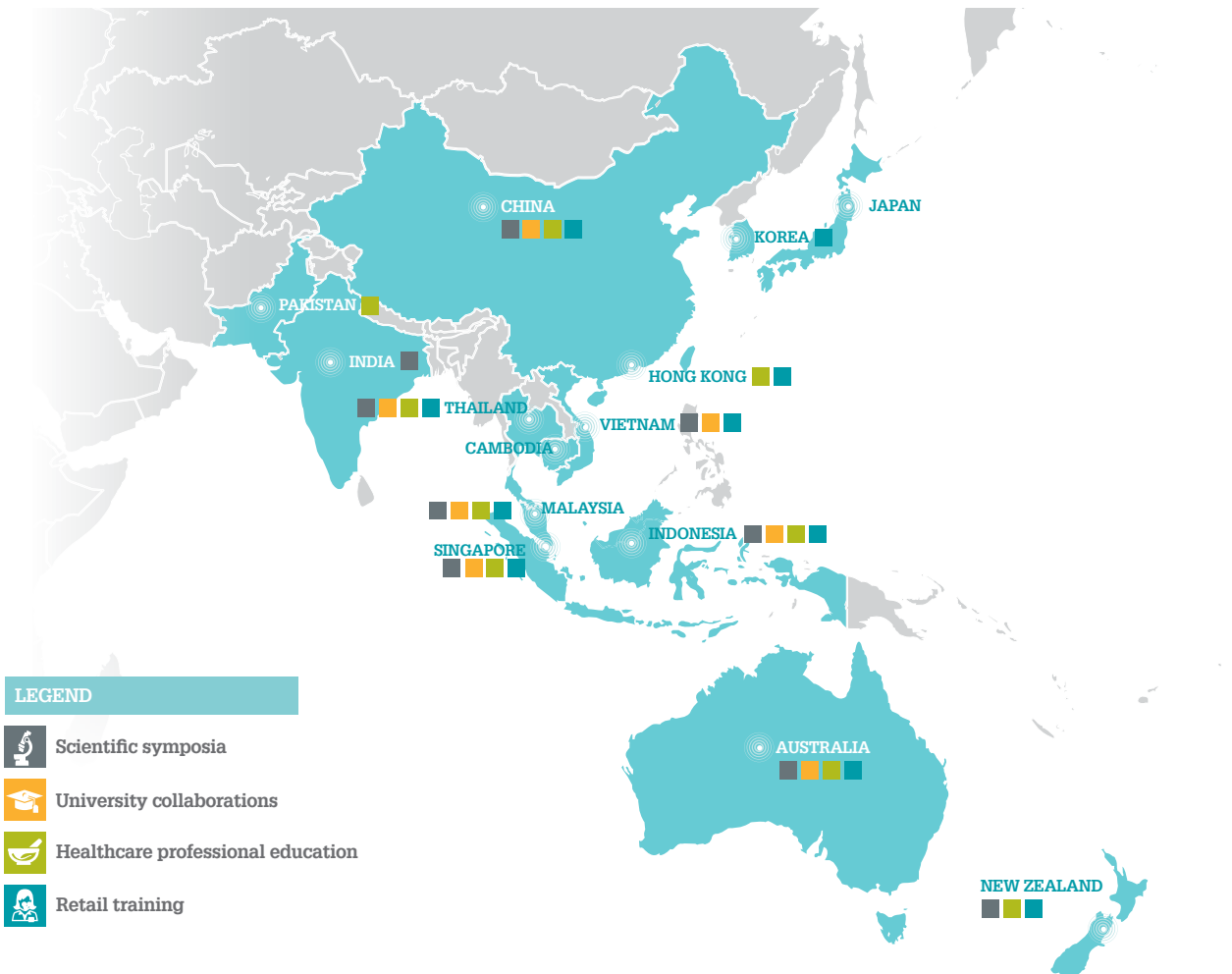
National University of Singapore – Research

Project: Research to understand consumers' attitudes and use of CM, and their expectations of health professionals to advise on supplementation.

Advancing knowledge and understanding of CM across the region

Blackmores Institute partners with leading academic institutions, research bodies, professional associations and raw materials suppliers to strengthen the evidence-base for CM, to bring innovations to market and to translate the science into everyday practice. These partnerships are formalised through vehicles such as Memorandums of Understanding (MOUs) and include:

Tsinghua University (China): This is a collaborative partnership to build natural health literacy in China with the Faculty of Health Communications through a series of workshops, symposia and joint projects resulting in green papers and ‘state of the nation’ thought pieces and projects.



National University Singapore: This educational partnership provides support via access to CMEd for pharmacy students and specialised guest lectures, masterclasses and workshops to ensure knowledge is applied in practice.

Rangsit University, Thailand: This collaboration builds knowledge and capacity through the joint development of symposia and scientific conferences, research programs, and pharmacy student internships.

Malaysian Pharmaceutical Society (MPS):

Together we have increased the knowledge and confidence of pharmacists in advising on evidence-based CM through CMEd. This blended learning approach is the first of its kind in Malaysia.

University Kebangsaan Malaysia (UKM):

This partnership delivers a series of guest lectureships to augment knowledge of CM with pharmacy students.



Industry partnerships:

Blackmores Institute supports industry events including Pharmaceutical Society of Australia's PSA18 conference where we also provided academic support with a clinical session entitled "An integrative approach to patient care". Our support of clinical pharmacist education also included sponsorship of the PSA Annual Therapeutic Update weekend.

Macular Disease Foundation (MDF): A proud supporter of MDF since 2001, Blackmores funds awareness, research and health promotion programs run by MDFA.

Thammasat University College of Integrative and Complementary Medicine (Thailand):

This collaboration enhances the knowledge sharing and capacity building in CM through training of next generation integrative medicine practitioners.

Research Charter



Ethics

Blackmores Institute's first consideration in clinical research is the safety and welfare of all research participants.

Approval by human research ethics committees is expected for all relevant studies.

Blackmores Institute will support generic, non-commercial clinical research that has the potential to contribute to the wellbeing of the public.

Blackmores Institute upholds the rights of the researcher to publish the outcomes of clinical research as agreed.



Methodology

Blackmores Institute sponsored clinical research will be adequately funded to provide the best opportunity to reach a clinically meaningful outcome in a timely fashion.

Blackmores Institute will not undertake data entry or analysis of projects undertaken by external parties. It is expected researchers will do this to protect the integrity of the study.



Conduct

Blackmores Institute supports and fosters the nutrition, herbal and complementary medicine research community, to help ensure the long-term future of research and development.

Blackmores Institute sponsored research will be conducted to standards appropriate to the scope and nature of the research in question. At all times, the safety and welfare of any participants will be paramount.



Communication

Blackmores Institute will communicate the results of any research in an appropriate manner consistent with the principles of the research organisation and its researchers, as well as any legal and ethical principles held internally by Blackmores Institute.



Commercialisation

Blackmores Institute involvement with clinical research is to further the health and wellbeing of the public by supporting studies that will have the potential to result in clinically effective and low risk treatments.

Education Services



An integrative, evidence-informed, range of blended learning



Product



Ingredient



Condition



Diet



Lifestyle



CM

Designed for:

Consumers

**Industry
professionals**

**Our
people**

**Pharmacy
staff**

**Product
health
advisors**

**Pharmacists,
doctors &
allied health**

Evidence-informed education

With the widespread usage of complementary medicine, we're committed to building the knowledge base. Using a framework of professional learning, we develop evidence-informed content to help learners stay at the forefront and have confidence and knowledge about the appropriate use of, efficacy and safety of complementary medicine.

Learn from experts

We bring together the expertise of medical specialists, general medical practitioners, pharmacists, naturopaths, researchers, and educators to produce innovative and high-quality tools for professional learning. Our experts develop flexible and innovative learning materials based on cutting edge research and technology which is delivered through our digital learning ecosystem.



Education services

With the aim of improving natural health literacy, we deliver a comprehensive range of educational services including: CMEd, a CPD accredited blended learning program for pharmacists; product training for retail staff; symposia and keynote lectures to build the knowledge and confidence for healthcare professionals and industry leaders; university lectures; internships; and diet and lifestyle support for customers.



Award Winning Education

We are proud to have collected multiple accolades for bringing innovation to the delivery of education

- LearnX Impact Awards* for
 - Best bite sized eLearnin
 - Best free resource
- NutralIngredients Award* Asia for our CMEd program in Malaysia
- AITD (Australian Institute of Training and Development) Best eLearning program

**These are international competitions reviewed by experts in the field*

Education Services

Scientific & research symposia

Research into CM is constantly evolving and it's important for health professionals to stay up-to-date.



Blackmores Institute's CPD-accredited scientific symposia feature internationally renowned experts who provide health professionals with valuable insights on translating research into clinical practice. This includes practical strategies and tools, plus an opportunity to engage with peers.

Since our inaugural symposium in Sydney in 2014, Blackmores Institute has hosted over 4,000 pharmacists, GPs, naturopaths, dietitians, chiropractors, other allied health practitioners and students at events in Australia, New Zealand, Thailand, China, Malaysia, Singapore, Vietnam and Indonesia.



In 2017, the Symposia was held for the first time in Singapore, Indonesia and returned to Thailand for its fourth event. In 2018, Blackmores Institute hosted over 700 delegates at Symposia in Ho Chi Minh City, Hanoi and Malaysia.

Contributing to the wider discussion on regulation, standards and healthcare practice

Our Director, Dr Lesley Braun, regularly contributes to policy and practice discussions, at meets, such as:

- 26th Federation of Asian Pharmacists Association Congress in Bangkok
- China Chamber of Commerce Meeting on VDS and Australian Regulation in Beijing
- National Regulatory Conference in Kuala Lumpur
- Joint Meeting with 16th Annual International Conference on the Science of Botanicals & 5th Interim American Society of Pharmacology in Oxford Mississippi, USA
- China Food and Drug Administration
- Thai Ministry of Public Health
- Samitivej Hospital in Bangkok
- Indonesia National Gyne/Obst Congress POGI
- India – National Obst/Gynec Congress

In addition, the team are frequently invited to speak at national and international conferences, including industry events such as NutraIngredients Asia, and the International Conference on Advanced Pharmaceutical Research in Thailand. The National Gyne/Obst congress in India attracted over 4,000 medical doctors to become Blackmores Institute members.



Pharmacist masterclass and education seminars

CMEd

Our signature HCP program, CMEd (Complementary Medicines Education) was successfully launched at the Malaysian Pharmaceutical Society conference in March 2018. Since launch, over 600 Pharmacists have successfully completed the fully blended learning program to receive their CMEd Accreditation.

Following its success, CMEd has been launched in Thailand and Pakistan. Further launches are scheduled in 2019 in Australia, New Zealand, Singapore and Hong Kong with the support of local key industry bodies.

Integrative prescribing

In 2018, Blackmores Institute hosted a series of face-to-face Pharmacist Education Sessions around Australia. These workshops provided an opportunity for pharmacists to understand the benefits of implementing an integrative approach to prescribing, and learn a step-by-step approach to developing an integrative management plan. The clinically focused evenings were developed to illustrate evidence-based steps pharmacists can take to offer an integrative and holistic approach to pharmacy healthcare advice.

Pharmacy student training

Aimed at educating the pharmacists of the future, Blackmores Institute has associations with leading education institutions.

Over 1,300 university pharmacy students in Australia, Thailand, Singapore, Hong Kong and Malaysia have attended lectures and workshops. The integration of CMEd has since commenced with pharmacy students and includes more comprehensive workshops and case studies.



Intern programs

Blackmores Institute is proud to open its doors to students seeking experience into the role of CM in the whole health solution. We offer a variety of internships at the Blackmores Campus, Warriewood, including:

- Master of Pharmacy students from the University of Technology, Sydney for one month
- Six-week placements once a year for Pharmacy Students from Rangsit University & University of Hawaii
- Seven-week placements for Masters of Education students from UTS in Sydney
- One-week placement for a Masters in Dietetics student from Deakin University

Clinical Resources

We recognise the importance of health professionals being well equipped to advise patients about the safe and effective use of CM. However, with research emerging rapidly it can be difficult to keep up-to-date.

To address this, Blackmores Institute has developed a range of quality, evidence-based resources and practical approaches to enable appropriate integration in a clinical setting.

Blackmores Institute website and research newsletter

The Blackmores Institute website is designed to provide health professionals with the latest news, opinion and research updates online and via a weekly email newsletter.

This information is a valuable resource for time-poor health professionals looking to browse the latest research sourced from peer-reviewed, scientific, nutritional and medical journals.

Complementary Medicine Interactions Guide



For the most part, CM can be used safely with pharmaceutical drug treatments. However, some CMs can induce drug interactions which may result in

affecting drug therapy efficacy or side effect profiles. In addition, some common medications can adversely affect the nutritional status of individuals over time.

The Complementary Medicine Interactions Guide (CMIG) is a concise and comprehensive reference resource for information on potential interactions between CM and pharmaceutical medications. It is available online and in a hard copy format. It has been translated into multiple languages.

In 2019 we published the 10th Edition, more than 15 years since its first publication. The latest edition has been reviewed and updated by an expert university pharmacy panel* includes 75 CM ingredients, with 15 new complementary medicines for inclusion. It draws from over 1,000 references.

**Blackmores Institute is grateful to the University of Sydney School of Pharmacy for their role in reviewing the evidence and contribution to this updated guide.*



Fact Sheets

Blackmores Institute has developed a series of evidence-based fact sheets on:

- Managing common conditions with CM, as an integrative approach
- Some of these conditions include: osteoarthritis; hypertension; and stress and anxiety
- Key ingredients and how they work to treat various health conditions. Popular ingredients include turmeric, St John's Wort and ginkgo biloba

Other resources include:

- Integrative prescribing pad
- Condition and ingredient sheets in Thai, Bahasa Indonesian and Simple Mandarin via online education
- Over 200 product information sheets



Senior Team



**Adjunct Associate Professor
Dr Lesley Braun Group Director,
Blackmores Institute**

Adjunct Associate Professor Dr Lesley Braun is a distinguished academic, pharmacist and naturopath. Dr Braun leads

Blackmores Institute, and in 2018 was named the CEO Magazine's Health & Pharmaceutical Executive of the Year.

Dr Braun works across the academic, government, and commercial sectors, utilising her extensive research and education experience in pharmacy, naturopathy, various healthcare systems and integrative medicine. She is the main author of four best-selling textbooks including Herbs and Natural Supplements – an Evidence Based Guide and founding Editor-in-Chief of the journal Advances in Integrative Medicine.

As a talented communicator with a passion for collaboration, Dr Braun's extensive education and research translation experience is in high demand. She is a member of the Clinical Oncology Society of Australia's Complementary and Integrative Therapies Group Executive, Pharmaceutical Society of Australia, Australian Institute of Company Directors, and Australia-China Business Council Health and Medical Research working group. She is also on the advisory committees for nutrition courses at Endeavour College and the Think Group.

Dr Braun is an Adjunct Associate Professor at the National Institute of Complementary Medicine (Western Sydney University) and has held research positions at The Alfred Hospital, Monash University and RMIT University and participated in several TGA advisory committees for 7 years. She is also a regular presenter at health symposia across Asia-Pacific, Europe and North America.



**Vladimir Stajic
Director of Research and
Technical Affairs**

Vlad has an extensive research and technical background, from holding a PhD in the field of Applied Chemistry to working in

petroleum, forensic, biotechnology, animal and human pharmaceutical and complementary medicine industry.

Vlad's research experience ranges from the novel chemical entities and delivery forms, immunoassays and new laboratory methods, inflammation, hormonal interventions, antibiotics, prodrugs, and complementary medicine. This experience spans primary research, clinical trials, raw material manufacturing and technology transfer, intellectual property, patent protection and enforcement to the post commercialisation product support. His role with Blackmores Institute is to identify, establish and drive the research program, including partnerships with innovative providers of healthcare solutions.



**Pam Stone
Director, Educational
Partnerships**

Pam joined Blackmores in 1987, having found a company that shared in her naturopathic values and vision, and that

was driven by integrity and purpose to make people healthier. Her career with the company has spanned the Advisory, Public Relations and Education areas and she has lectured extensively to health professionals in Australia and the Asia Pacific region. Her role now includes managing educational partnerships as part of Blackmores Institute's vision to facilitate delivery of quality and accessible complementary medicine education to healthcare professionals. A naturopath for over 30 years, she believes that education is key to enabling healthcare professionals to effectively integrate complementary medicine into patient care.



**Gill McEwen
Director of Education**

Gill has extensive commercial and education experience in building high performance teams in the pharmaceutical, accounting and governance arenas. Gill

is a passionate advocate for improving business performance through the delivery of highly interactive, application based education. She joined Blackmores Institute to lead the transition of our digital education offering through leveraging multiple technologies. Under Gill's leadership the Blackmores Institute Education team has developed award winning, blended learning

programs for the Australian and Asian markets, translated content into five languages for the Consumer, Retail and HCP sectors.



Tiffany Elvy
**Senior Communications and
Content Manager**

Tiffany is a communications professional with a passion for natural health and more than 15 years' experience in the fields of health, nutrition, sport, and wellbeing. Tiffany works with our team to develop evidence-based natural health information for healthcare professionals and the academic community.

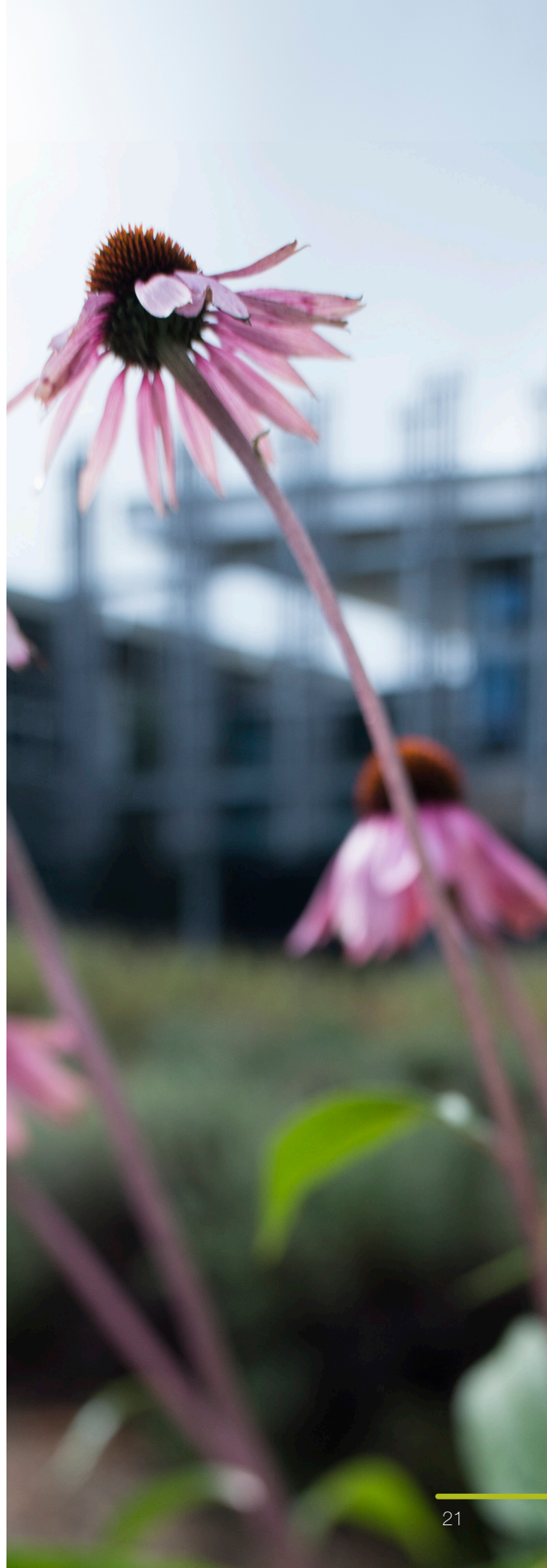
Managing Blackmores Institute's marketing communications activities, she is responsible for developing commentary on current and emerging complementary medicine research. This includes keeping the Institute's 20,000+ members up-to-date via the website, and our weekly research e-newsletter. She also manages media relations and the promotion of Blackmores Institute's research outcomes and educational services.



Pui Kuun Ng
**Scientific Communication
Manager**

Pui Kuun is a nutritionist who is determined to help people improve their health and stay healthy. She has more than 15 years of experience in the health and nutrition arena as a nutrition advisor/educator, medical affairs advisor, nutrition scientist, and R&D communication specialist.

Supporting Blackmores Institute across the Asia region, Pui Kuun translates nutritional science into an easy-to-understand, relevant-to-individual manner to various stakeholders. This includes promotion of Blackmores Institute's education programs and resources, and communication on Blackmores Institute's activities in Asia such as scientific symposium, research and education collaborations.



Governance Principles

Blackmores Institute's vision is to be the leading authority in natural health research and education.

We are governed by a set of principles to ensure our standing as a centre of excellence in the field of natural health research and education.

Our activities will, at all times, withstand public and professional scrutiny and conform to professional and community standards of ethics.

Our primary purpose is to build the evidence base, improve the quality use of natural medicine through education and raise natural medicine health literacy through fair and balanced analysis of the latest research and informed opinions to help translate this evidence into practice.

1. Grow and share the knowledge base of natural medicine

- 1.1 Develop ideology based on the outcomes of an active research program.
- 1.2 Build natural health research capacity through a series of scholarships and intern programs.
- 1.3 Enhance natural health literacy through education and communications activities.
- 1.4 Encourage the quality use of natural medicine by promoting the growing body of evidence supporting natural medicines in a way which enables appropriate incorporation into practice.

2. Commitment to open and transparent conduct

- 2.1 Blackmores Institute operates as an entity within Blackmores Limited, a publicly listed company on the Australian Securities Exchange. Blackmores' Board is committed to acting in the interests of shareholders, and believes growing the credibility of the industry and furthering the knowledge base of natural medicine will benefit Blackmores Group.
- 2.2 All efforts will be made to ensure conflict of interest of Blackmores, Blackmores Institute and contributing authors are openly declared and managed sensibly.

3. Independent review

- 3.1 Blackmores Institute has an independent pharmacist advisory board and general practitioners advisory board to provide guidance and advice on relevant HCP education and information.
- 3.2 Where applicable, educational materials developed by Blackmores Institute will seek appropriate accreditation with the relevant professional bodies to ensure high quality and a fair portrayal of the evidence

4. Ethical Approach to Research

- 4.1 Blackmores Institute will engage in research which may be either commercial or non-commercial in nature. This may involve the provision of clinical trial materials, funding, or both to researchers and in-kind support.
- 4.2 Blackmores Institute will not be directly involved in data entry, analysis or report writing of clinical trials conducted by external parties. In these cases, Blackmores Institute expects academics to take full responsibility for these activities in order to protect the integrity of the data.
- 4.3 Approval by human research ethics committees is expected for all relevant studies as agreed.
- 4.4 Blackmores Institute upholds the rights of the researcher to publish the outcomes of clinical research, as agreed.
- 4.5 The safety and welfare of research participants is paramount.

5. Presentation of fair and balanced information

- 5.1 Blackmores Institute is an entity of Blackmores, who produces a range of vitamin, herbal and nutritional products and is founded on the work of Maurice Blackmore, a natural health practitioner. Coming from the perspective of natural health professionals, Blackmores Institute commits to a fair and balanced presentation of views.

We recognise that the work we do will have an impact on the commercial side of the business.





BLACKMORES
INSTITUTE
RESEARCH | EDUCATION | INNOVATION

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Start learning at
blackmoresinstitute.org



info@blackmoresinstitute.org