

2020

NEW PRODUCT DEVELOPMENT PACK

FOR NEW AND EXISTING CMG CUSTOMERS



FOR EVERYTHING YOU NEED TO GET
YOUR PRODUCTS TO MARKET,
AND KEEP THEM THERE.

THANK YOU FOR CHOOSING CMG
FOR YOUR PRODUCTS.
YOUR "ONE-STOP SHOP".

New Product Development
Revision of existing products

Expert advice on tablet, capsule, powder,
and liquid formulations
Formulation ingredient and dosage advice
Expert advice on synergistic ingredients

Compliance with permissible ingredients
Regulatory compliance

Expert advice on indications for products
Advice and management of evidence
packages with regulatory agents

Listing medicines (AUST L) with
Therapeutic Goods Administration (TGA)
Listed medicine transition TGA

Bulk manufacturing of tablets, capsules,
liquids, and powders

Product label development, revision, and
transition (Therapeutic Goods Order (TGO)
69 to TGO 92)

Label artwork review
Packaging advice (bottles, caps, cartons)

Raw material supply

Stability testing

Manufacturing

Marketing wisdom

Product support
Media (photography, television, print,
blogs, radio) and Social Media comments

No company too big and
no company too small.
Personalised and individualised service.



Dr Brad McEwen

PhD, MHSc (Hum Nutr), BHSc, ND (Adv), DBM, DNutr, DSM, MATMS

HEAD OF PRODUCTS, TRENDS AND INNOVATION

Dr Brad McEwen PhD is a nutrition expert, naturopath, herbalist, educator, researcher, and mentor with over 21 years of clinical experience. He has a PhD from University of Sydney, Master of Health Science (Human Nutrition) from Deakin University, among other qualifications including naturopathy and sports medicine. He has a passion for teaching and has been educating in nutritional medicine and the health sciences for over 16 years. He presents seminars, webinars, and at conferences both nationally and internationally.

Brad has a passion for research. He has numerous original research and review articles published in peer-reviewed journals. He received the Eberhard F. Mammen Young Investigator Award (an international award in thrombosis and haemostasis). In 2016, Bradley received the Excellence in Practice Lecturer Researcher of the Year and the Dorothy Hall Memorial Award for Practitioner Excellence (an



award for the advancement of natural medicine in Australia). This year he was finalist for Practitioner of the Year and in 2017, he was finalist for Lecturer of the Year. He is a peer reviewer for international journals. His research interests include the effects of diet and nutrition on cardiovascular disease, type 2 diabetes, cardiometabolic syndrome, depression, anxiety, polycystic ovarian syndrome, cognition, chronic disease; Sports Nutrition; Omega-3; antioxidants; chronic disease prevention; and public health.

He loves seeing people succeed and achieve their goals. He is here to help you achieve beyond yours...

Chocolate is a must – McEwen BJ. Medical Synopsis: The cardiometabolic benefits of chocolate - can chocolate be the elusive elixir to optimum health, Advances in Integrative Medicine, 2018; 5(2): 80-81



TIMING AND OUR PROCESS

*Timeline starts with order placement, account application, deposit and purchase order.
Our lead time for new products is 14 weeks from the date of signed product specification.*

Week 1-4

R & D trials conducted to confirm formula feasibility.
Product specifications generated.
Packaging specifications generated.
Order processed, and raw materials ordered.

Week 5-6

Evidence tables and label art finalised.
Packaging specifications finalised and signed off.
Label proofs are sent to customer for sign off.
Raw materials arrive and production of bulk begins.

Week 6-11

Labels are printed. Bulk is in manufacture.

Week 11-12

Finished product testing and packing.

Week 12-14

Packed and released for supply

ABOUT OUR FOUNDER

Founder Craig Fallshaw's knowledge of complementary medicine – its manufacture, formulation, active ingredients and business processes – is in his blood, after all, he began his career 20 years ago in the family business, a contract manufacturer that had been founded by his grandfather in 1972.

Craig built on this manufacturing experience with experience in sales and marketing, giving him a unique insight into the complementary medicine field. In 2010, he founded Complementary medicines group (CMG), to provide full service to the complementary medicines, food and over-the-counter pharmaceuticals industries. and to bring some fun into this very competitive and serious business. CMG has the resources and knowledge base to help you get your product to market - from concept and formulation, right through to branding, marketing and website optimisation.

Craig's vision for CMG is to be a conduit for innovation, by bringing new concepts and technology to sponsors of complementary medicines in Australia, and to take the hassle out of the management and sourcing of products and services.

Craig is featured in "50 Unsung Business Heroes" publication, and is highlighted on the front cover.

THE LOWDOWN ON CMG

CMG was born out of the desire to service the complementary medicines industry with the necessary products and services needed in the one place.

We are a new kind of supplier, setting a benchmark for customer service by providing an online product delivery tracking system, 24/7 customer service hotline and electronic pre-delivery advice service.

We believe that our customers deserve the very best, from the supply of raw material, to product development, manufacturing, regulatory approval and marketing.



A UNIQUE APPROACH

We are committed to making your life easier by offering a single point of contact for a wide range of products and services designed to help you get your product to your customers.

24-hour customer service hotline: our customers always get to talk to a real person via our fully-manned hotline.

Track your orders online: weekly customer service updates are provided by email, however if you are happy to check your order status yourself, you can. our online tracking service is easy to use and allows you to find out exactly where your order is. and since we are all about convenience, there's an app for that too.

Flexibility: working with CMG has its advantages – we can offer specialised dosages and lower production quantities. all at a competitive price.

FROM RAW MATERIALS ...

Whether you need vitamins, minerals, herbal extracts, or other active pharmaceutical ingredients – CMG has the right raw material for you. Our warehouse stocks more than 2,000 ingredients, and our staff have more than 30 years' experience.

... TO DEVELOPMENT

And once you have the right elements, our technical and regulatory team can help you navigate the regulatory system and develop your finished product – or entire product line. We work alongside you all the way to create unique, effective formulations from your core ideas.

... AND SUCCESSFULLY TO MARKET

Complementary medicine is a competitive field – with many big players. that's why it's important to have a marketing strategy that works. the stronger your brand message, the easier it will be to attract and keep customers.

Our experienced team of business and marketing consultants has successfully helped build small and large brands in a range of multinational as well as small and medium companies. our quality assurance is second-to-none and our system has been tested over a number of years.

If you need a robust marketing strategy – either for business-to-customer or business-to-business – CMG has the expertise to make you stand out from the crowd.



YOUR KEY CONTACTS

CEO

craig@cmgrouponline.com.au

(02) 9091 0261 OR 0488 800 264

Sales, quotes, formulation requests, new products, raw material enquiries, problem solving

HEAD OF PRODUCTS, TRENDS AND INNOVATION

brad@cmgrouponline.com.au

(02) 9091 0264

New product development, innovation, reformulations, product support, sales, quotes

CUSTOMER SERVICE / ORDER UPDATES

customerservice@cmgrouponline.com.au

(02) 9091 0264

Order status, questions, sales enquiries, dispatch confirmation

COMMERCIAL / PRODUCTION

kiri@cmgrouponline.com.au

Order confirmations, purchase orders, production & packing updates

TECHNICAL

techmanager@cmgrouponline.com.au and

technical@cmgrouponline.com.au

Bulk and packed specs, label and carton art, listings and other TGA issues

QUALITY

qamanager@cmgrouponline.com.au

Stability quotes and protocols, license issues, release or C of A issues

ACCOUNTS

accounts@cmgrouponline.com.au

Accounts payable and receivable



UNIT 1/9 APOLLO ST, WARRIEWOOD NSW 2102

PHONE +61 2 9091 0264 | CMGrouponline.com.au | ABN: 65 146 924 343