

# 2021

## COMPLEMENTARY MEDICINES GROUP (CMG)

*THE LEADER IN COMPLEMENTARY  
MEDICINE MANUFACTURING*



FOR EVERYTHING YOU NEED  
FROM CONCEPT AND IDEA TO  
SUCCESSFULLY GOING TO MARKET,  
*AND KEEPING YOUR PRODUCTS THERE.*

## WELCOME TO COMPLEMENTARY MEDICINES GROUP (CMG)

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CMG is the leader in the formulation and manufacturing of complementary medicines.

The complementary medicines industry has significant continuous growth year upon year.

7 out of 10 Australians have used at least one form of complementary medicine in the last year.

The complementary medicines industry is a \$5.6 billion market nationally.



## A UNIQUE APPROACH

At CMG, 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 to successfully get your products to your customers.

**24-hour customer service hotline:** our customers always get to talk to a real person via our fully staffed 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 offer unique formulas specifically for your business, specialised dosages, and lower production quantities, all at a competitive price.

## FROM RAW MATERIALS ...

Whether you need vitamins, minerals, herbal extracts, or other active 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 ingredients, our innovations, technical, and regulatory teams will help you navigate the regulatory system and develop your finished product and entire product line. We work alongside you all the way to create unique, effective, and successful formulations from your core ideas.

## ... AND SUCCESSFULLY TO MARKET

Complementary medicine is a \$5.6 Billion competitive market – with many big players. That's why it's very important to have a marketing strategy that works. The stronger your brand message, the more successful you will be in attracting and keeping 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.

Additionally, we offer product and location photography, drone photography, and video.

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.**

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

## CMG ARE EXPERTS AND SPECIALISTS IN:

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

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.



## 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 and TGA Listing (if applicable).*

### Formulating and Quoting Stage

Formulation of product  
Product Portfolio  
Indication (health claims) suggestions (for TGA products)  
Approval of quote and purchase order  
Draft product specifications  
Evidence package commenced and finalised (for TGA products)  
TGA Listing (if applicable)

### Week 1-4 (lead time begins)

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

### Week 5-6

Drafting of label art and artwork finalisation. Reviewed for compliance  
Packaging specifications finalised and signed off  
Label proofs are sent to customer for approval and sign off  
Raw materials arrive and production of bulk begins

### Week 6-11

Labels are printed  
Bulk is in manufacture

### Week 12-14

Finished product testing and analysis  
Packing commences  
Completion of product packing and released for supply

*\*Lead times are dependent on raw material availability and scheduling.*

## 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 over 20 years ago in the family business, a contract manufacturer that had been founded by his grandfather in 1972.

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

Craig's vision for CMG is to be the 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 has received numerous awards during his career, including national most outstanding salesperson of the year, wholesaler and distributor of the year (3 times), China-Australia International Outstanding Reputation Award, China-Australia International Outstanding Brand award, and a special commendation winner of manufacturer, wholesaler and distributor of the year. This is extremely impressive for a company of 10 years. Craig is featured in "50 Unsung Business Heroes" publication. He has the honour of being 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 all in the one place.

We are the kind of supplier setting a benchmark for high quality 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, formulations, manufacturing, regulatory approval, and marketing.



**Craig Fallshaw**  
CEO and Founder, CMG



**Dr Brad McEwen**

PhD, MHSc (Hum Nutr), MPH, BHSc, ND (Adv), DBM, DNutr, DSM, F.ATMS

## HEAD OF PRODUCTS, TRENDS AND INNOVATION

Dr Brad McEwen PhD is a leading nutrition expert, naturopath, herbalist, educator, researcher, and mentor with over 22 years of clinical experience. He has a PhD from University of Sydney, Master of Health Science (Human Nutrition) and Master of Public Health (MPH) from Deakin University, among other qualifications including naturopathy and sports medicine. He has a passion for teaching and has been educating in complementary medicine and the health sciences for over 17 years. He presents seminars, webinars, and at conferences both nationally and internationally. Dr Brad also has a passion for research. He has numerous original research and review articles published in peer-reviewed journals. 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 ovary syndrome, cognition, chronic disease; Sports Nutrition; Omega-3; antioxidants; chronic disease prevention; and public health.



Dr Brad has received numerous national and international awards, including the Eberhard F. Mammen Young Investigator Award (an international award in thrombosis and haemostasis), 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). He has been a multiple finalist for Practitioner of the Year and Lecturer of the Year.

At CMG, Dr Brad is Head of Products, Trends, and Innovation, where he formulates products specific for your needs. 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***



## YOUR KEY CONTACTS

### CEO

[craig@cmgrouponline.com.au](mailto: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](mailto:brad@cmgrouponline.com.au)

(02) 9091 0264

*New product development, existing product development, innovation, formulation, product advice, indications (health claims), evidence packages, TGA Listings, label and carton artwork.*

### GENERAL MANAGER, PLANNING AND PROCUREMENT MANAGER

[kiri@cmgrouponline.com.au](mailto:kiri@cmgrouponline.com.au)

(02) 9091 0264

*Purchasing, planning and scheduling, order status*

### CUSTOMER SERVICE / ORDER UPDATES

[kyle@cmgrouponline.com.au](mailto:kyle@cmgrouponline.com.au)

*Order status updates and reports*

### SALES ADMIN

[nils@cmgrouponline.com.au](mailto:nils@cmgrouponline.com.au)

[kirsten@cmgrouponline.com.au](mailto:kirsten@cmgrouponline.com.au)

*New purchase orders, quotes, sales enquiries*

### QUALITY DEPARTMENT

[qamanager@cmgrouponline.com.au](mailto:qamanager@cmgrouponline.com.au)

*Quality information, stability quotes and protocols, Release for Supply, Certificate of Analysis (CoA), license information*

### TECHNICAL

[technical@cmgrouponline.com.au](mailto:technical@cmgrouponline.com.au)

*Bulk and packaging specifications, label and carton art, listings and other TGA issues*

### FINANCIAL CONTROLLER

[rob@cmgrouponline.com.au](mailto:rob@cmgrouponline.com.au)

### ACCOUNTS

[deborah@cmgrouponline.com.au](mailto:deborah@cmgrouponline.com.au)

*Accounts payable and receivable, delivery dockets*

### PRODUCTION MANAGER

[chris@cmgrouponline.com.au](mailto:chris@cmgrouponline.com.au)

*Production and packing updates, despatch*



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**Wholesale/Distributor  
of the year 2015**  
Complementary  
Medicines Australia



**Wholesale/Distributor  
of the year 2014**  
Complementary  
Medicines Australia



**Craig Fallshaw**  
CHC Most outstanding  
salesperson of the Year 2012



**Special Commendation Winner**  
from the CHC at the 2011 Industry  
awards in the category of  
Manufacturer or Distributor of the year.



**Finalist**  
Nutra Ingredients Asia  
Awards 2020



Celebrating 10 years of leadership

Celebrating 10 years of excellence

Celebrating 10 years of success

A lifetime of complementary medicine

