



LETTER TO NATURAL HEALTH PRACTITIONERS

Dear Practitioner,

I am writing to bring to your attention a matter of utmost significance that will impact your practice and the choices available to you and your clients or patients.

We, at the Natural Health Product Protection Association (NHPPA), are leading a nationwide campaign to stop the Self-Care Framework, which when fully implemented, will result in the removal of countless natural health products (NHPs) and will increase prices of the products that remain on the Canadian market.

We invite you to become a community ambassador, using your influence to champion NHPPA's important goals and empowering your community to get involved in this important campaign.

Can your practice survive?

- Decreased selection of NHPs available in Canada including reduced access to innovative multi-ingredient NHPs
- Increased prices on remaining NHPs, which will reduce your potential client base

Key issues that may affect your practice:

1. **Stricter regulations and new fees** imposed on NHP manufacturers will increase prices and cause the loss of products because manufacturers will be unable or unwilling to afford licensing.
2. **Losing the right to use traditional use evidence** for NHP licences will take away products. For example, "ginger is traditionally used to treat nausea" would no longer be an accepted label claim.
3. **Restricting NHPs to over-the-counter uses will take away products.** Under Health Canada's Self-Care Framework label claims for NHPs are restricted to conditions for which you would not seek the advice of a health care practitioner licensed by the province.
4. **Increased Health Canada censorship will prevent truthful advertising** by both manufacturers and health food stores because you will be limited to communicating product uses based on the approved label claims.
5. **New \$5,000,000 a day fines** can be imposed for violating the laws on NHPs (such as selling a product with improper labeling or communicating product uses outside of the label claims). Prior to June 22, 2023, the maximum fine you faced for violating the laws on NHPs was \$5,000. Now it is \$5,000,000 a day. These fines apply to all directors and employees within NHP businesses, whereas they used to only apply to corporations. How could any of us withstand \$5,000,000 per day fines?

Learn more:

For a detailed analysis, read the NHPPA **Discussion Paper on 2023 Health Canada Initiatives**: bit.ly/DiscussionPaper2023HC

NHPPA Campaign Goals:

NHPPA is actively working with NHP stakeholders nationwide, including manufacturers, retailers, and practitioners, to protect our access to natural health products. Our goals are to:

1. Repeal sections 500-504 of Bill C-47
2. Stop Cost Recovery on NHP businesses
3. Stop the Self-Care Framework
4. Enact the Charter of Health Freedom to ensure fair regulations of NHPs
5. Send a clear message to Health Canada to stop over-regulating NHPs

IMMEDIATE ACTION YOU CAN TAKE:

Your clients/patients have a vested interest in protecting their access to your services and the products you recommend to help them manage their health and wellness. Joining **NHPPA's Practitioner Network** will help you educate your clients/patients and support them to take collective action for positive change.

Go to nhppa.org/practitioners and fill out the form to receive your Practitioner Action Kit that will support you in educating and activating your clients or patients.

On behalf of the NHPPA team, we sincerely appreciate your efforts as a practitioner. Your role in preserving access to natural health products and supporting the right of healthcare practitioners to access NHPs is vital. Thank you for all you do to protect the health of Canadians.

Sincerely,

Shawn Buckley
NHPPA President & Constitutional Lawyer

PS. If you haven't already, you are also encouraged **invite fellow practitioners** to join NHPPA's Practitioner Network. We need as many practitioners and their clients/patients to get involved in this movement as possible!

Everything you need to get involved and protect your practice is available here:
<https://nhppa.org/practitioners>