



**NATURAL HEALTH PRODUCT
PROTECTION ASSOCIATION**

nhppa.org

LETTER TO CANADIAN CITIZENS

Dear Canadian Citizen,

I am writing to bring to your attention a matter of utmost significance that will impact your access to natural health products and your freedom of choice in healthcare.

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 an active part of our community, using your voice to champion NHPPA's important goals and empowering your loved ones to get involved in this campaign.

Could you take care of your health if...

- Canadians have a decreased selection of NHPs including reduced access to innovative multi-ingredient NHPs
- Canadians experience increased prices on remaining NHPs
- The industry is restricted to discussing the Health-Canada-approved label claims of natural health products, or else face fines up to \$5,000,000 per day—meaning manufacturers and stores can't tell you *all* the uses of a product

Key issues:

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 labelling 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, practitioners, and the Canadian public 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:

70% of Canadians use natural health products to manage their health and support their wellbeing. We have a vested interest in protecting our access to these products. Joining **NHPPA's Citizen Network** will help you educate yourself and your loved ones to take collective action for positive change.

Go to nhppa.org/citizens and fill out the form to receive your Citizen Action Kit that will support you in educating and activating your community.

On behalf of the NHPPA team, we sincerely appreciate your efforts as an individual Canadian citizen. Please remember how powerful your voice is as a member of the Canadian public. You can make a difference.

You play a vital role in preserving Canadians' access to natural health products. Thank you in advance for your efforts to protect the health of Canadians.

Sincerely,

Shawn Buckley
NHPPA President & Constitutional Lawyer

PS. If you haven't already, you are also encouraged to **invite your loved ones and community** to join NHPPA's Citizen Network. We need as many Canadians to get involved in this movement as possible!

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