

NATURAL HEALTH PRODUCT PROTECTION ASSOCIATION

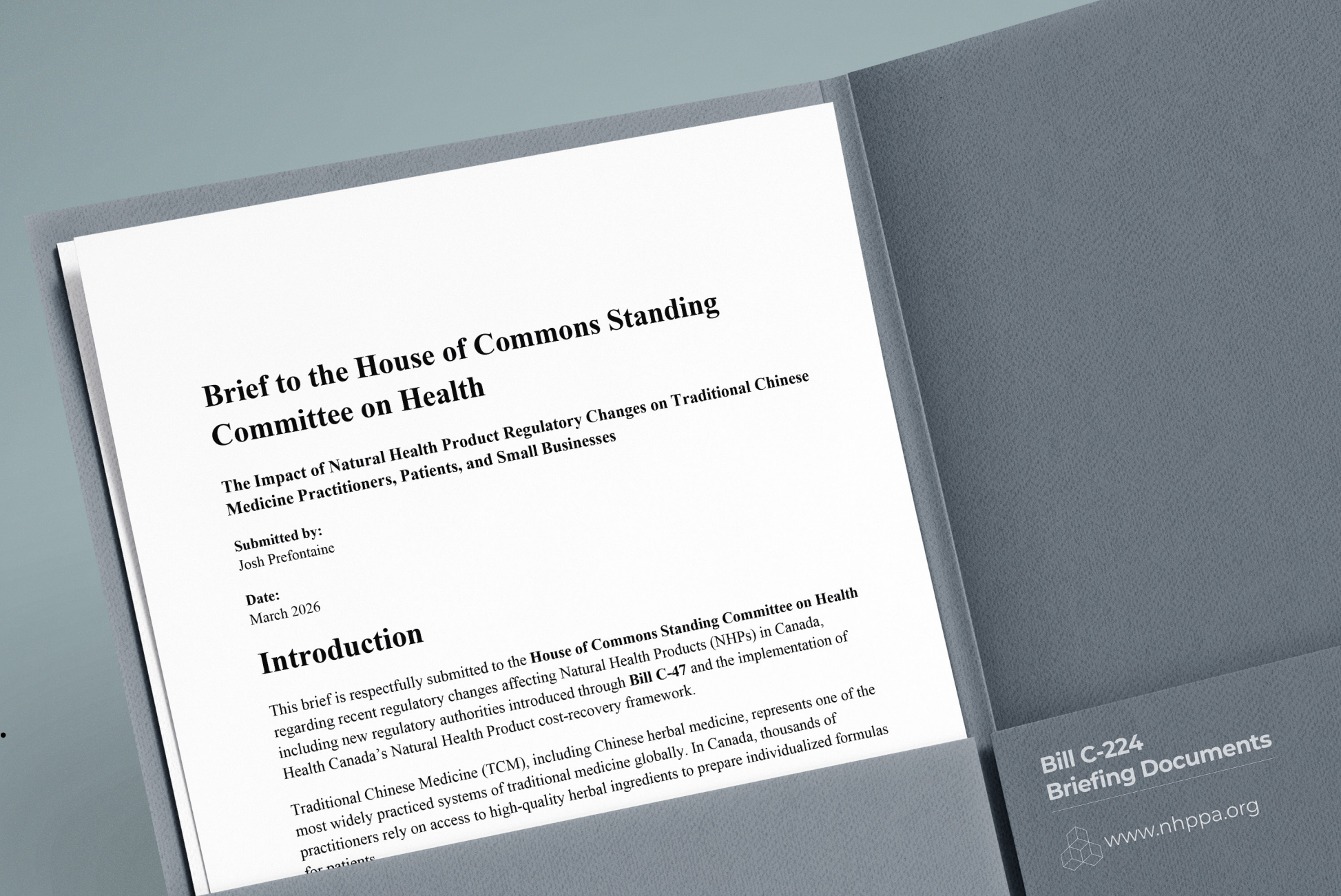
nhppa.org

**Dedicated to protecting Canadians' access to
natural health products**

Established in 2008

Expert Briefs Needed for Parliament

We are calling on experts across Canada to submit formal briefs to the Standing Committee on Health in support of Bill C-224. This is your opportunity to directly inform elected officials why protecting access to natural health products is critical.



We have prepared detailed guidance to help you — including how to structure your brief, what to include, and how to submit it properly to ensure it is accepted and published.

Key requirements include:

- Content: Provide factual information and clearly support all views and claims.
- Length: Briefs should generally not exceed 10 pages.
- Identification: Clearly indicate the name of the author or organization on the cover page.
- Organizations must include a general description of themselves at the end.
- Citations: Use footnotes or a bibliography for all quoted or referenced materials.
- Visuals: Render photographs, logos, graphics, tables, and charts in black and white only.

Learn how to prepare and file a brief in Support of Bill C-224: nhppa.org/224briefs



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What is Bill C-224?

Our natural remedies and essential nutrients like vitamin C and vitamin D were recently subjected to the same regulations as the dangerous chemical drugs. This is inappropriate. The chemical drugs are the third leading cause of death in Canada and are under regulations to restrict them. Vital nutrients like vitamin C and vitamin D are essential for our health and need to be promoted, not restricted.



Bill C-224 protects our access to our natural products by moving us back out of the chemical drug regulations.

Now the bill has successfully advanced to the Standing Committee on Health. This is a critical stage where amendments are considered and the future of the bill is shaped.

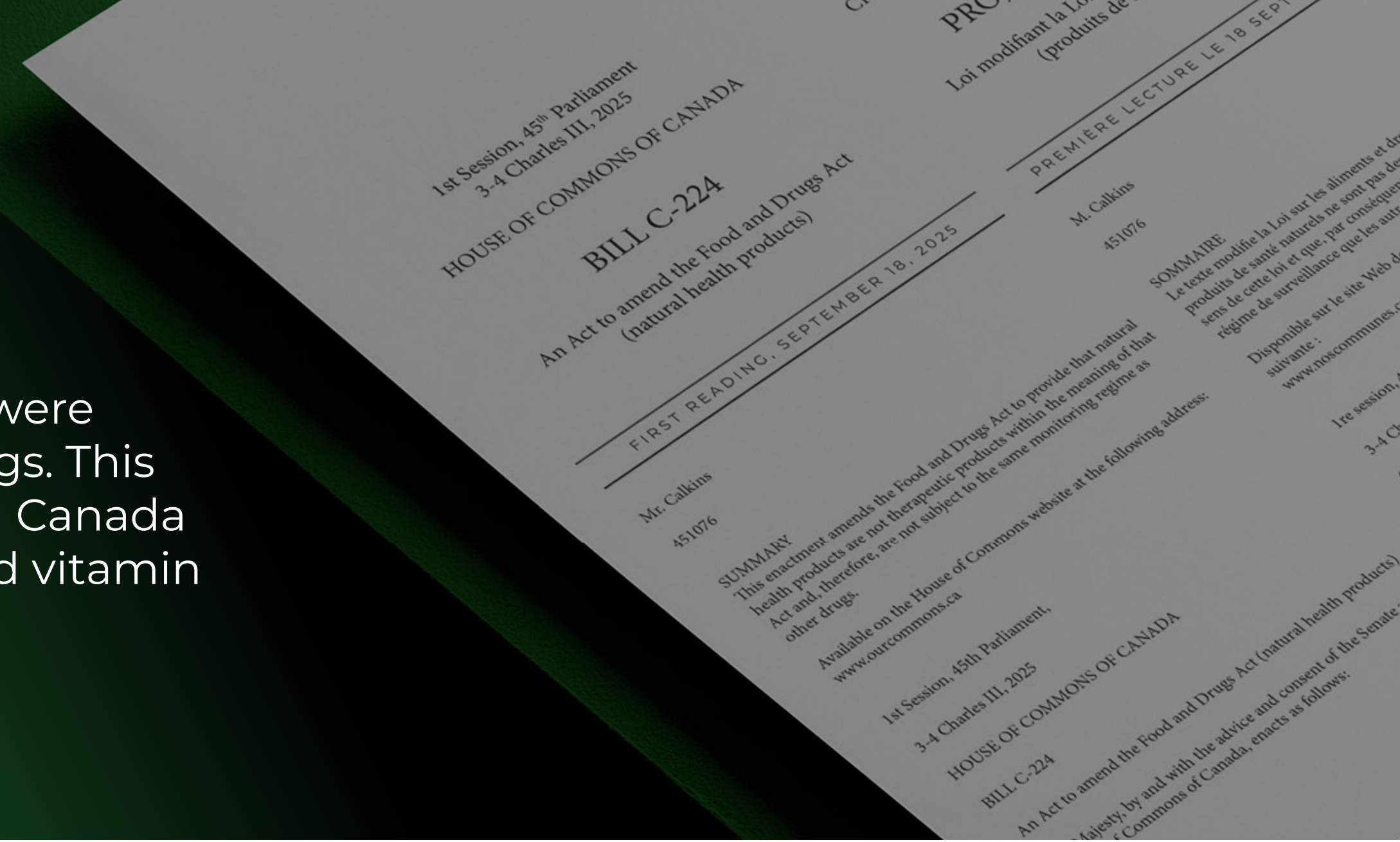
Our elected representatives work for us. Now we need to make it clear to them that we expect them to support Bill C-224 and protect our access to natural health products.

We've made it easy for you to be a part of the solution!

Learn how you can participate in this critical mission by visiting nhppa.org/bill224



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What are the Key Issues?

Our natural remedies and essential nutrients like vitamin C and vitamin D were recently subjected to the same regulations as the dangerous chemical drugs. This is inappropriate.

MORE RULES

Health Canada's new regulations will **significantly impact consumer choice** and restrict access to health products and supplements.



NEW FEES

Health Canada's new fees on natural health products will place a considerable **financial strain on NHP businesses.**

This will lead to significant price hikes for consumers and even force many small to medium-sized companies out of business.

CENSORSHIP

Increased Health Canada censorship **will prevent truthful advertising by both manufacturers and natural health stores.**



HUGE FINES

Huge fines will cripple the natural health community. Prior to June 22, 2023, the maximum fine you faced for violating the laws on NHPs (such as selling a product with improper labelling) was \$5,000.

Now it is up to 5 million dollars per day!

Learn more about the key issues and the NHPPA's goals: nhppa.org/our-goals/

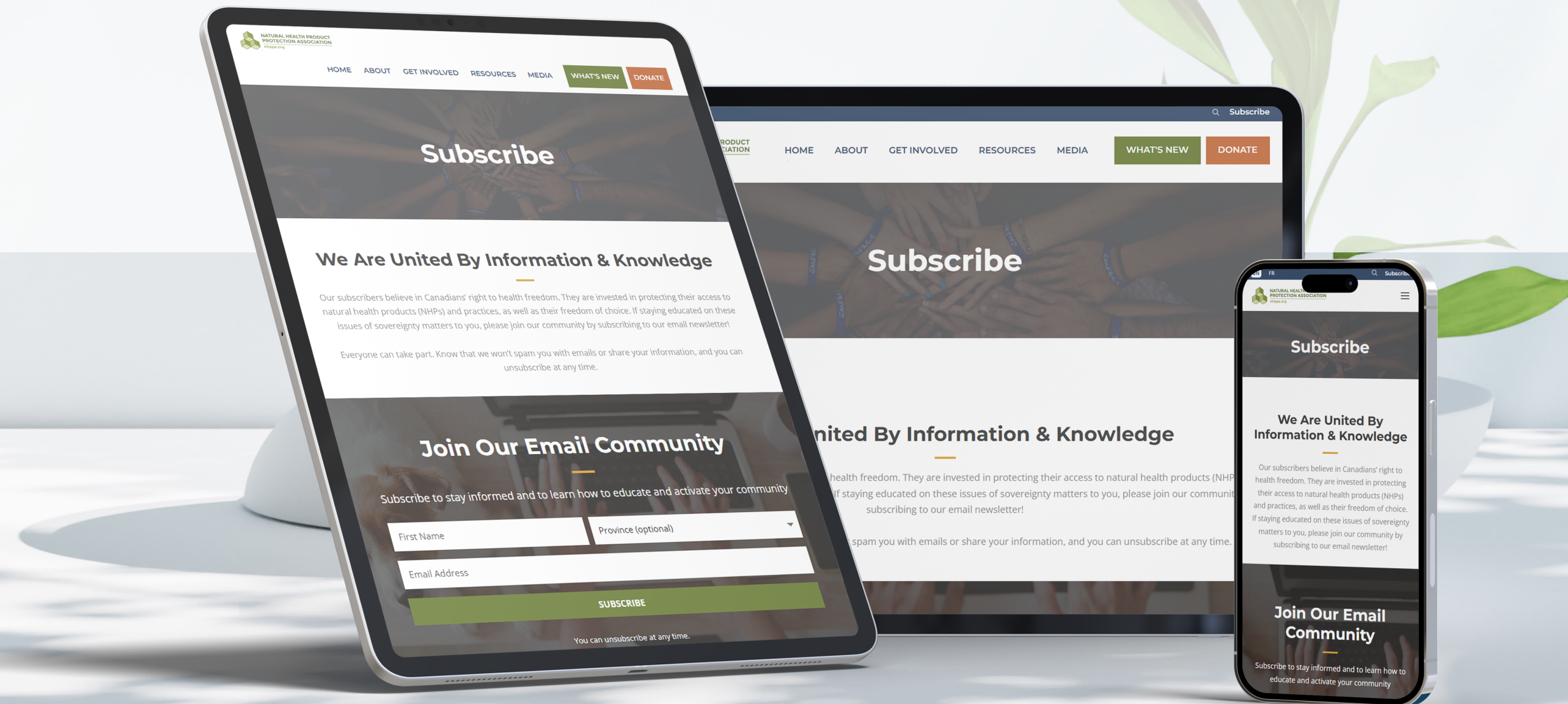


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Our subscribers believe in Canadians' right to health freedom and are invested in protecting their access to natural health products (NHPs) and practices, as well as their freedom of choice.

Stay educated and up to date on all of our latest campaigns by joining our community and subscribing to our newsletter!



Help us help you! Sign up for the NHPPA newsletter here: nhppa.org/subscribe

