

Product Supply & Advertising Policy

Policy of Supply & Advertising for Nuchev Practitioner Clinic Only Products

Dispensing of Nuchev Practitioner clinic only products is restricted to healthcare professionals operating in a clinical environment. Nuchev Practitioner enforces our clinic only policy to support clinicians and produce better health outcomes to the benefit of patients and the natural health industry overall. This policy applies to the following Nuchev Practitioner brands:

- BioPractica
- Brauer Professional
- Medicine Tree

Terms of Supply for Nuchev Practitioner CLINIC ONLY Products

1. Only the qualified healthcare professional holding the purchase account may recommend and sell these Nuchev Practitioner products. Dispensing of these practitioners only products is restricted to fully qualified healthcare practitioners operating in a clinical environment.
2. According to section 42AA (appendix 9) of the Therapeutic Goods Act a voluntary restriction of supply aims to ensure only those healthcare professionals with the training and experience in ingestible medicine modalities are supplied practitioner only products. The TGA recognises the following healthcare professional modalities as having this training and expertise: medical practitioners, psychologists, dentists, pharmacists, optometrists, chiropractors, physiotherapists, nurses, podiatrists, osteopaths, herbalists, homoeopathic practitioners, naturopaths, nutritionists, practitioners of traditional Chinese medicine.
3. The healthcare professional agrees to refuse sales to 'walk in' patients seeking Nuchev Practitioner products without either a full consultation or sighting a physical script from the customer and retaining a copy.
4. Complete patient records are to be kept and filed by the healthcare professional dispensing the product and/or generating the prescription. The nature of these records must comply with the requirements stipulated by the healthcare professionals' association or professional body.
5. This agreement applies to the healthcare professional holding the account. The clinic or store agrees to inform Nuchev if the healthcare professional leaves the clinic or store, or any of the circumstances above that would change the status of this agreement.
6. The clinic / practitioner / store agrees to keep all Nuchev Practitioner clinic only products out of public view and reach. Under NO circumstances should Nuchev Practitioner products be displayed on retail shelves for self-selection by consumers.
7. The clinic / practitioner / store agrees not to have Nuchev Practitioner clinic only products available for public purchase on their website without a mechanism in place to ensure a consultation has occurred and/or until proof of prescription has been sighted.
8. Any display of Nuchev Practitioner products or description on the internet to consumers must be accompanied by the following statement: *"This is a Practitioner Only product that can only be purchased following a professional assessment with a qualified healthcare practitioner."*
9. The clinic / practitioner / store is aware that, to ensure our products are sold according to our sales policy, Nuchev Practitioner representatives check and occasionally mystery shop all locations where Nuchev Practitioner products are sold.
10. The practitioner implicitly agrees that Nuchev Practitioner products will only be dispensed in a professional manner to an individual. Further, you understand that the products must not be resold, gifted, or donated to any non-clinical establishment or unqualified person for the purpose of their further prescription or recommendation.
11. As Nuchev Practitioner products are for healthcare professional recommendation only, technical product information is available only to qualified practitioners. In line with this, our technical information is not available freely online.
12. Nuchev can answer free-from allergen enquiries for the general public, however more technical questions will be directed through to the patient's healthcare professional.
13. Should a patient have any questions regarding a Nuchev Practitioner product they have been prescribed, their practitioner is best placed to answer these as the practitioner will be aware of the full case history and why a

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particular product has been prescribed. This is also to ensure that individuals seek out a qualified healthcare practitioner to receive the best in personalised advice and monitoring.

14. Additional Conditions of Supply for healthcare professionals working in a retail environment: practitioners in these settings may dispense Nuchev Practitioner products on presentation of a professional prescription from a suitably qualified healthcare professional, or via clinical consultation in a clinical environment. It is important to note that only retail outlets that have clinic rooms within the store may dispense Nuchev Practitioner clinic only brands. These clinic rooms should be private and that the consultation must require the taking of a comprehensive case history, diagnostic, with patient records kept secured on site. Additionally, the product must only be kept in, and dispensed from, the consultation room after consultation has occurred. Repeats must only be dispensed in a like manner by the practitioner.
15. Nuchev reserves the right to remove products where stored or sold inappropriately.

Advertising Policy for Nuchev Practitioner CLINIC ONLY Products

Nuchev Practitioner product advertising is governed by a range of regulations in Australia. All advertising of our products must comply with relevant legislation – this includes representations of our products on clinic / practitioner / store websites. In order to ensure they comply with the relevant legislation, clinics / practitioners / stores are permitted to display the following on “open” websites and when advertising to the public:

- Approved brand logos.
- Approved product images.
- Product pricing (RRP).

All other information (e.g.: product technical information) MUST be displayed behind a firewall or after the customer logs in to their respective account. The team at Nuchev proactively monitoring for breaches to these advertising conditions.

Enforcement of Supply & Advertising Policy

Nuchev is committed to practitioners being at the forefront of integrative healthcare by providing innovative, premium quality, Practitioner Only natural medicines. As such we take our supply and advertising policies very seriously. We have maintained this stance to protect practitioners, and ultimately their patients. If at any time a clinic / practitioner / store is found to be selling our products in a manner that contravenes our policy, sale will be immediately and permanently withdrawn.

Reporting Breaches

Should any practitioners become aware of a breach of our policy, please notify us so that we may immediately rectify the situation. Any breaches in this policy can be reported by calling 1300 551 077.

Further Enquiries

For further enquires on our Supply Policy or other customer service queries please contact Nuchev Practitioner on 1300 551 077 or email custserv@nuchev.com.au

Practitioner Assistance

For advice and clinical support on Nuchev Practitioner products, we have a dedicated practitioner assistance line to help you best care for your clients. Please contact us on 1300 551 077 077 or email practitionersupport@nuchev.com.au

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Dispensing of Nuchev Practitioner products is restricted to healthcare professionals, wherever they may choose to work. This policy applies to the following Nuchev Practitioner brands:

- Basica
- Heel
- Magnesium Diasporal
- Reckeweg

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5. The clinic / practitioner / store agrees not to have Nuchev Practitioner products available for public purchase on their website without a mechanism in place to ensure a discussion with a healthcare professional has occurred and/or until proof of prescription has been sighted.
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7. The clinic / practitioner / store is aware that, to ensure our products are sold according to our sales policy, Nuchev Practitioner representatives check and occasionally mystery shop all locations where Nuchev Practitioner products are sold.
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