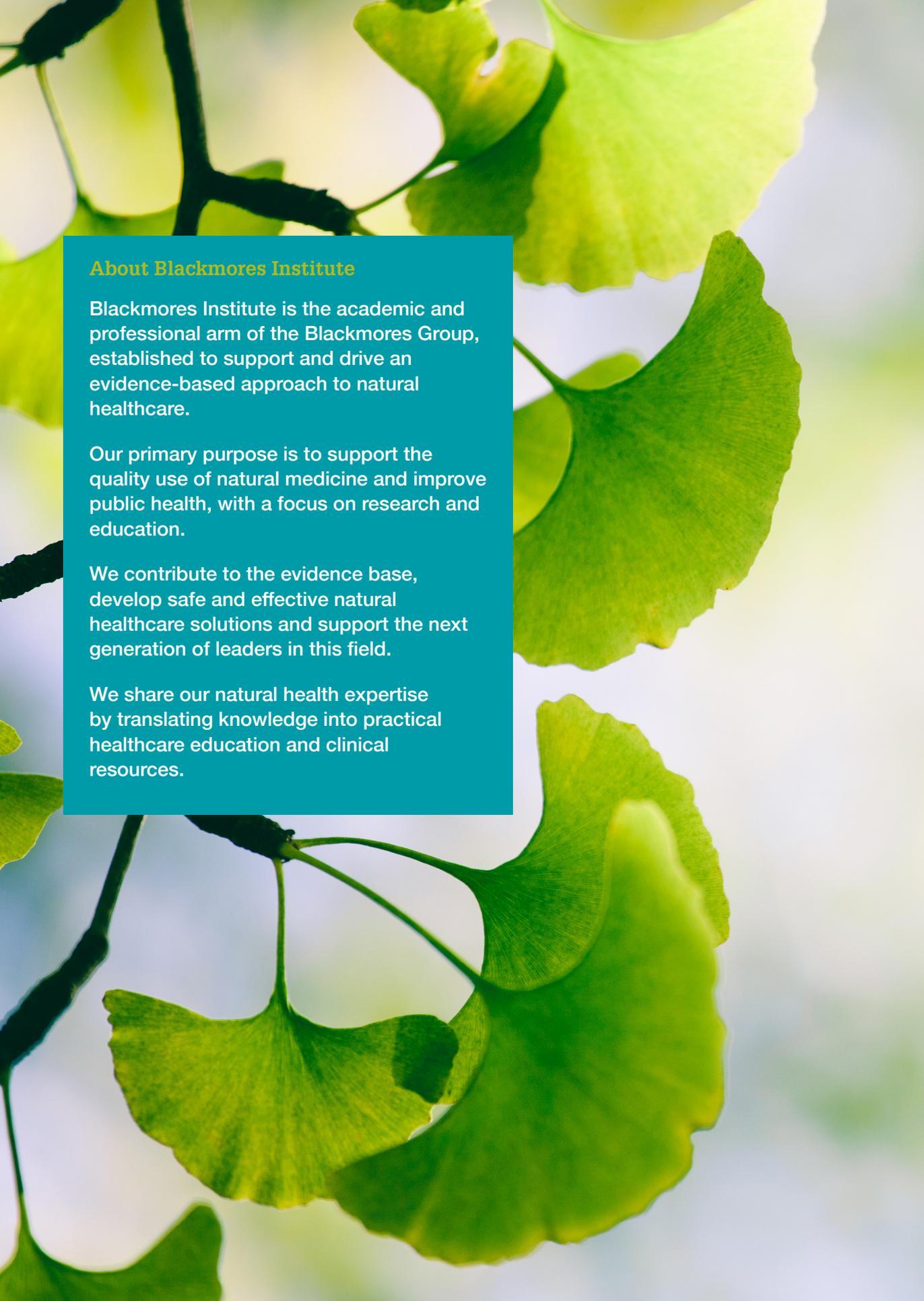


# Blackmores Institute REVIEW

Sharing Knowledge.  
Changing Lives.



BLACKMORES  
INSTITUTE

The background of the entire page is a close-up photograph of several ginkgo leaves. The leaves are a vibrant green color and have a distinctive fan-like shape with a central vein and a slightly wavy edge. They are attached to dark green stems. The lighting is bright, creating a soft, natural feel.

### About Blackmores Institute

Blackmores Institute is the academic and professional arm of the Blackmores Group, established to support and drive an evidence-based approach to natural healthcare.

Our primary purpose is to support the quality use of natural medicine and improve public health, with a focus on research and education.

We contribute to the evidence base, develop safe and effective natural healthcare solutions and support the next generation of leaders in this field.

We share our natural health expertise by translating knowledge into practical healthcare education and clinical resources.

# About Blackmores Institute

The Blackmores Institute team includes researchers, academics, healthcare professionals and educators working together to elevate natural health literacy, build the evidence base and develop safe and effective health solutions.



**Active global research program**



**Academic and practice grants**



**Research symposia and conferences**



**Certified complementary medicine education program for healthcare professionals**



**Practical online ingredient and product training**



**Customised workshops for universities and professional associations**



**Drug-related Nutrient Depletions Guide and Complementary Medicine Interactions Guide**



**Updates and commentary on emerging research news**



**Reviews and thought-leadership activities**

# Director's Report



I'm pleased to report Blackmores Institute has extended our global reach and continues to build depth and breadth in research and education.

Blackmores Institute is passionate about sharing and building knowledge about natural healthcare to improve people's lives. To do this we invest in a range of research, education, innovation and natural health advocacy projects around the world.

We aim to create new knowledge in order to expand our understanding of natural medicine, how it works and what it does, and use this knowledge to develop innovative new healthcare solutions which are safe, effective and meets people's healthcare needs. Our education and communications activities help bring this information to life in practice, giving practitioners the knowledge they need to recommend safely and appropriately and also enabling people to make more informed healthcare decisions.

We are pleased to report on the recent publication of two research papers, led by Swinburne University in Melbourne, Australia. The papers stem from a study

that investigated Blackmores® Executive B Stress Formula. Many people have told us how they feel better taking the formulation. The double-blind, placebo-controlled study proved the efficacy of the product, with a follow-up paper showing how it works.

In addition to this we have over 50 research projects being conducted around the Blackmores Group, across Australia, Asia and Europe exploring natural health solutions for gut health, cardiovascular health, diabetes, immunity and more.

Blackmores Institute has helped improve the quality use of complementary medicine through our education services, which have experienced a record level of learners. Our flagship symposia have again been well attended by healthcare professionals throughout Asia.

Our award winning CMed (Complementary Medicine Education) has gone from strength to strength, this year picking up a number of international awards including a prestigious Brandon Hall Award, further validating the quality of our programs on the world stage.

CMed itself has grown with the introduction of a follow-on program for learners, which progresses the learner beyond evidence-based ingredients to conditions that can be supported with complementary healthcare.

As industry leaders, Blackmores Institute aims to further unlock the potential of natural health and ensure the public's right to access the best quality treatments. We advocate for the ongoing discovery and the sharing of knowledge about safe and efficacious natural medicine to improve public health.

In doing this, we are also prompted to think about ways we are contributing to the world and also our industry. The work we do can be viewed through eight different impact lenses as seen in the graphic below.

Natural therapies play an important role in many healthcare models around the world. Advocating for regulatory environments which encourage the safe and effective use of natural medicines, as well as good public access to these is a key focus.

The issue of climate change and its potential impacts has been growing in world-wide importance. In an industry first, Blackmores Institute conducted a literature review to identify how climate change is likely to impact nutritional and natural medicine.

The review has been well received by industry and contributed to the Blackmores Group being recognised as Complementary Medicines Australia's inaugural Sustainability Award recipient.

Mental wellbeing is also a growing area of healthcare around the world. In response to the Healthy China 2030 initiative, Blackmores Institute has been collaborating with Tsinghua University International Centre for Communications on projects to improve China's national health literacy. The release of the Green Paper 'Mental Well-Being of Chinese Career Woman' is our most recent collaboration.

With a strong team and great partnerships, we feel confident that we will continue to build knowledge about and advocate for natural health that will benefit public health now and in the future.

  
**Dr Lesley Braun**  
 Group Director,  
 Blackmores Institute



# Our Heritage

## Improving the quality use of natural medicine

Blackmores Institute was established in 2012 with the vision of continuing Maurice Blackmore's work in pioneering natural medicine research and education.

Maurice Blackmore developed some of Australia's first naturopathic products, opened one of the first naturopathic clinics and health food stores.

In addition, he published the first consumer and industry journals, was instrumental in establishing the nation's first naturopathic education facility and established several educational bodies. To honour and continue this commitment to education, the Maurice Blackmore Research Foundation was established in 1983.

In 2012, Blackmores Institute was established as an extension of his vision in advancing research in the efficacy, safety and quality use of natural medicine. Furthermore, we translate the research into evidence-based education with a view to improve public health.



### 85 YEAR HISTORY

Maurice Blackmore, naturopath and pioneer, opens Australia's first health food store and naturopathic clinic in 1932

1

5

### EXPANDS INTO ASIA



In 2014, education expands into Asia. Followed by inaugural research symposia in China, Thailand and Malaysia in 2015

6



## JOURNALS & EDUCATION

In 1934, Maurice publishes the first consumer and industry journals and establishes the nation's first naturopathic education facility

2



## FOREFRONT OF KNOWLEDGE

Maurice Blackmore Research Foundation established in 1983

3



## BLACKMORES ONLINE EDUCATION

Blackmores Institute launches online education for healthcare professionals and pharmacy assistants in 2013

4



## BLACKMORES INSTITUTE

Established Blackmores Institute in 2012

## CHINA

Active research projects and Tsinghua University collaboration, commences in 2017, producing two Green Papers in 2018 and 2019 respectively



7

# The Science of Natural Medicine

Blackmores Institute is committed to conducting and supporting research that builds the evidence base, translates into practice and improves public health.

Our focus is on research that builds the knowledge base of complementary medicine in three key areas: novel product development; discovery and innovation; and healthcare practice. We also proudly support leaders of the future through academic and practice grants, internships, PhDs and scholarships.

## Blackmores Institute is committed to supporting:



**Scientifically rigorous research**  
that has the potential to improve public health

## What/Why? to identify:



**Major health concerns, incidence & prevalence**  
Identifying where there are natural medicine opportunities



**Impact on industry**  
Building authority and leadership for complementary medicine

## We conduct research that builds the knowledge base in three key areas:



**Novel Ingredient & Product Development**



**Discovery & Innovation**



**Healthcare Practice**

## Our current areas of focus:



**General Health and Wellbeing**



**Cognitive Performance**



**Healthy Ageing**



**Public Health**

## Examples of research projects

### Nonmelanoma skin cancer

Blackmores Institute supported a multicentre randomised clinical trial conducted by the University of Sydney and Royal Prince Alfred Hospital. The trial found treating high-risk patients with oral nicotinamide significantly reduced incidence of new nonmelanoma skin cancers. This study was published in the New England Journal of Medicine in 2015. Blackmores Institute is now engaged in a follow-up trial to examine applications beyond skin health.

### Anti-ageing interventions

ARCLI: five-year study run through Swinburne University's Centre for Human Psychopharmacology explored cognition, cardiovascular health, inflammation and ageing (telomeres). After promising initial results, research continues on several therapeutic applications.

FOCUS: randomised controlled trial studying the cardiometabolic and cognitive benefits of omega-3 and curcumin supplementation in overweight and sedentary older adults.

### Stress and sleep management

A placebo controlled randomised clinical trial at Swinburne University in Melbourne took a novel approach to investigate the effectiveness of Blackmores® Executive B Stress Formula by utilising MRI scans. They found Executive B Stress Formula is beneficial for brain health and may help deal with stress. This study was published in Frontiers in Nutrition in 2019.

### Musculoskeletal system

Multiple research activities are underway, ranging from synergy studies on ingredients aiming for the optimal ingredient combination, pain relief and disease modification studies for joint health are conducted with National Institute of Complementary Medicine (NICM) at Western Sydney University as well as with partners across the globe.

### Prediabetes

Following on from the clinical study of Vitamin C and Bioflavonoids on Type 2 Diabetes at Khon Kaen University in Thailand, we have commenced further randomised controlled trials in Australia and Indonesia that are investigating nutritional interventions to delay the onset of diabetes in pre-diabetic patients.

### Public health and social research

Blackmores Institute has active and fruitful relationships with a range of local and overseas institutions. Examples include: research on weight loss with CSIRO, two green papers on the health status and mental wellbeing concerns of career women in China (Tsinghua University, Beijing); NutraIngredients Nutrition Research Project of the Year for the CMed learning program for Malaysian pharmacists (a joint effort with the Taylor's University Malaysia).

### Climate change

Blackmores Institute conducted a scientific literature review, assessing climate change and its predicted impacts on human nutritional needs and future access to medicinal herbs and key ingredients used in natural medicine.

## Supporting future industry leaders to build capacity, expertise and research activity

Blackmores Institute supports the development of future leaders through academic and practice grants that aim to build capacity, expertise and research activity.



**National Institute of Complementary Medicine (NICM) – \$10M Gift:** Blackmores together with the Blackmore Foundation, Marcus and Caroline Blackmore's personal philanthropic trust, have each gifted \$5 million to NICM at Western Sydney University (WSU) to further natural health research. This gift will support the University in advancing the global evidence base of CM, through activities like PhD scholarships, postdoctoral fellowships, visiting scholars and the advancement of research translation.

**Maurice Blackmore Chair of Integrative Medicine:** Established in 2015 as a result of an unencumbered \$1.3 million grant from Blackmores Institute, the Chair sits within the University of Sydney's pre-eminent Sydney Medical School. The role is to promote research and essential medical education.

**Australian Research Centre in Complementary and Integrative Medicine (ARCCIM) – Naturopathic leadership program:** This program is conducted by the University of Technology Sydney and funded through a three-way partnership between

Blackmores Institute, the Blackmore Foundation and Jacka Foundation of Natural Therapies. Research Fellows are competitively selected from universities around the globe to collaborate on research projects and publish peer-reviewed publications, offering them the opportunity to build international networks and ongoing career mentoring.

**Taylor's University, Malaysia – Practice grant:** This is our second collaboration with the number one private university in Malaysia. This research grant evaluates the effectiveness of an educational intervention on the knowledge and behaviour of pharmacists in the country, in conjunction with the launch of Complementary Medicines Education (CMEd). The findings have been presented at international scientific events.

**Prince of Songkla University, Thailand - Practice grant:** This research grant evaluates the effectiveness of an educational intervention on the knowledge and behaviour of pharmacists in the country, in conjunction with the launch of Complementary Medicines Education (CMEd).

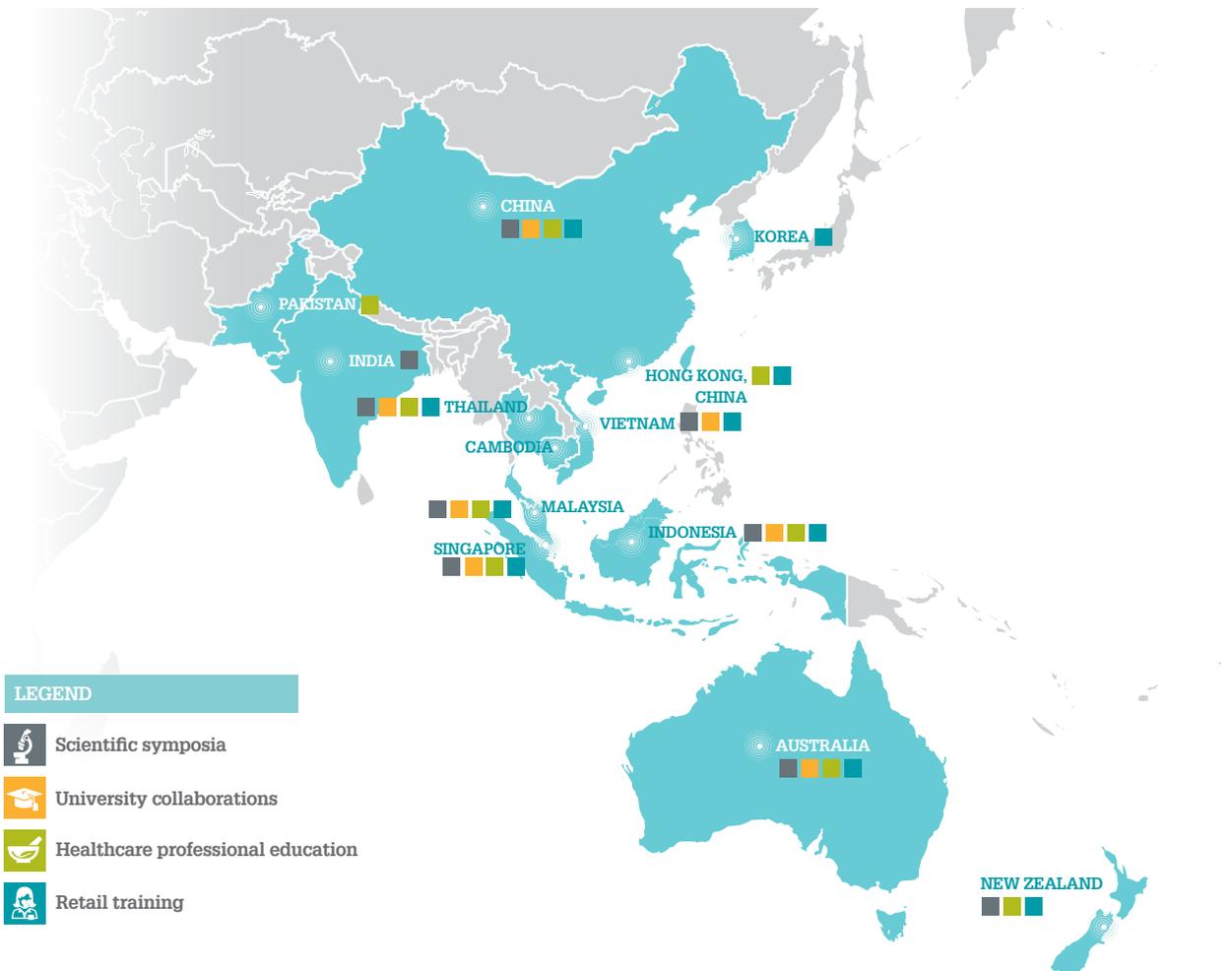
**Chulalongkorn University, Thailand – Research project:** An MOU has been developed to collaborate in research, academia and education. This includes a 2020 internship to support undergraduate and graduate student professional practice in advancing health and nutritional technology and will facilitate joint research projects to meet the needs of the nutritional supplement industry.

Advancing knowledge and understanding of Complementary Medicine across the region

Blackmores Institute partners with leading academic institutions, research bodies, professional associations and raw materials suppliers to strengthen the evidence-base for CM, to bring innovations to market and to translate the science into everyday practice. These partnerships are formalised through vehicles such as Memorandums of Understanding (MOUs) and include:

**Tsinghua University (China):** This is a collaborative partnership to build natural health literacy in China with Tsinghua University International Centre for Communications through a series of workshops, symposia and joint projects resulting in two green papers and ‘state of the nation’ thought pieces and projects.

Most recently the university has invited Dr. Lesley Braun to take up a position as Special Researcher for the National Social Science Foundation Project.



**National University Singapore:** This educational partnership provides support via access to CMEd for pharmacy students and specialised guest lectures, masterclasses and workshops.

**Malaysian Pharmaceutical Society (MPS):** Together we have increased the knowledge and confidence of pharmacists in advising on evidence-based CM through CMEd. This blended learning approach is the first of its kind in Malaysia.

**University Kebangsaan Malaysia (UKM):** This partnership delivers a series of guest lectureships to augment knowledge of CM with pharmacy students.

**Rangsit University, Thailand:** This collaboration builds knowledge and capacity through the joint development of symposia and scientific conferences, research programs, and pharmacy student internships.

In addition, Rangsit University evaluates the effectiveness of an educational intervention on the knowledge and behaviour of pharmacists who have completed Complementary Medicines Education (CMEd).



**Industry partnerships:**

Blackmores Institute supports industry events including the Pharmaceutical Society of Australia’s PSA19 conference where we provided academic support with a clinical session entitled “An integrative approach to patient care”. Our support of clinical pharmacist education included sponsorship of the PSA Annual Therapeutic Update weekend.

**Macular Disease Foundation (MDF):** A proud supporter of MDF since 2001, Blackmores funds awareness, research and health promotion programs run by MDFA.

# Research Charter



## Ethics

Blackmores Institute's first consideration in clinical research is the safety and welfare of all research participants.

Approval by human research ethics committees is expected for all relevant studies.

Blackmores Institute will support generic, non-commercial clinical research that has the potential to contribute to the wellbeing of the public.

Blackmores Institute upholds the rights of the researcher to publish the outcomes of clinical research as agreed.

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## Methodology

Blackmores Institute sponsored clinical research will be adequately funded to provide the best opportunity to reach a clinically meaningful outcome in a timely fashion.

Blackmores Institute will not undertake data entry or analysis of projects undertaken by external parties. It is expected researchers will do this to protect the integrity of the study.

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## Conduct

Blackmores Institute supports and fosters the nutrition, herbal and complementary medicine research community, to help ensure the long-term future of research and development.

Blackmores Institute sponsored research will be conducted to standards appropriate to the scope and nature of the research in question. At all times, the safety and welfare of participants will be paramount.

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## Communication

Blackmores Institute will communicate the results of any research in an appropriate manner consistent with the principles of the research organisation and its researchers, as well as any legal and ethical principles held internally by Blackmores Institute.

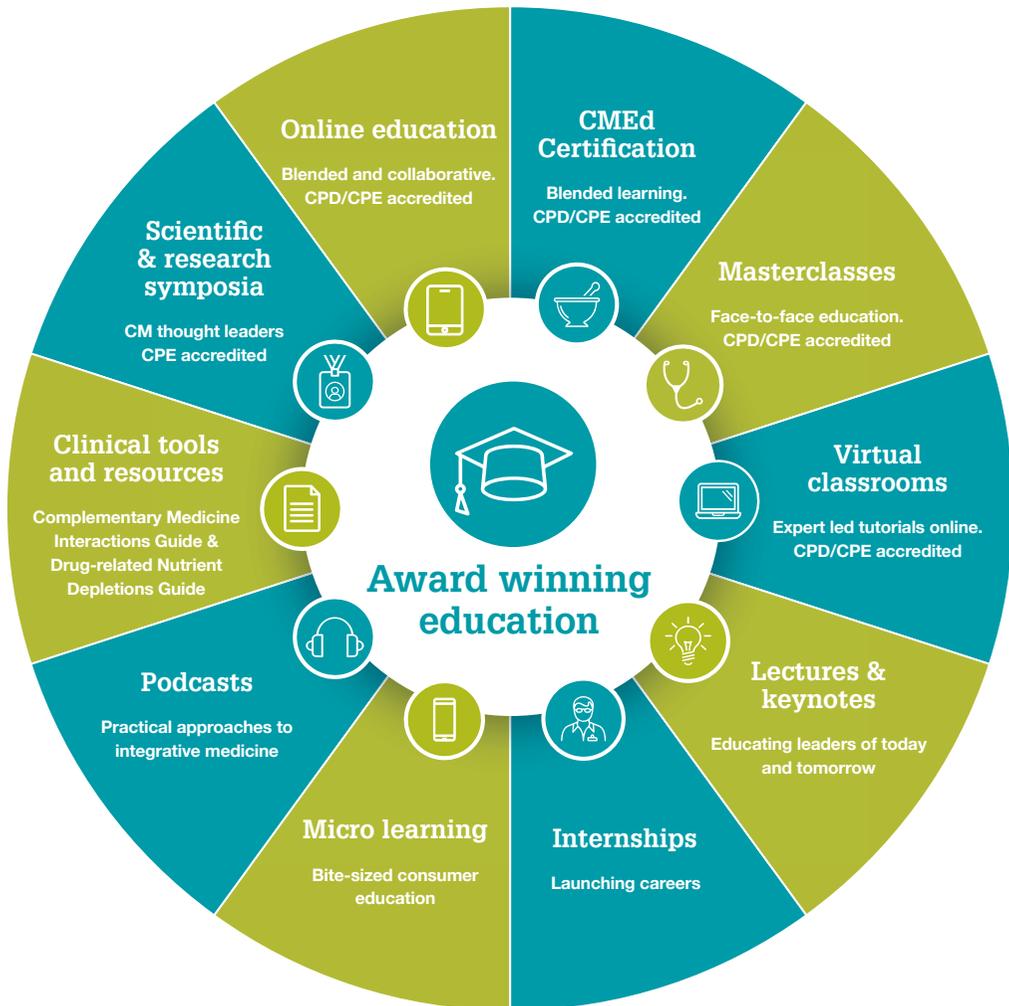
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## Commercialisation

Blackmores Institute's involvement with clinical research is to further the health and wellbeing of the public by supporting studies that will have the potential to result in clinically effective and low risk treatments.

# Education Services



**An integrative, evidence-informed, range of blended learning**



**Product**



**Ingredient**



**Condition**



**Diet**



**Lifestyle**



**CM**



**Quality  
sourcing**

**Designed for:**

**Consumers**

**Industry  
professionals**

**Our  
people**

**Pharmacy  
staff**

**Product  
health  
advisors**

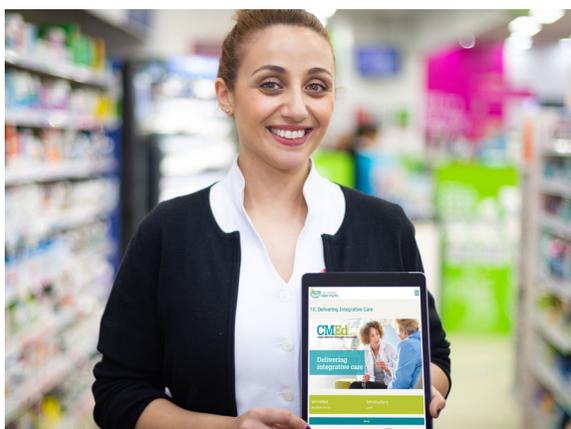
**Pharmacists,  
doctors &  
allied health**

## Evidence-informed education

With the widespread usage of complementary medicine, we're committed to building the knowledge base. Using a framework of professional learning, we develop evidence-informed education to help learners stay at the forefront and have confidence and knowledge about the appropriate use of, efficacy and safety of complementary medicine.

## Learn from experts

We bring together the expertise of medical specialists, general medical practitioners, pharmacists, naturopaths, researchers, and educators to produce innovative and high-quality tools for professionals. Our experts develop flexible and innovative learning materials based on cutting edge research and technology which is delivered through our digital learning ecosystem.



## Education services

With the aim of improving natural health literacy, we deliver a comprehensive range of educational services including: CMEd, a CPD/CPE accredited blended learning program for pharmacists; product training for retail staff; symposia and keynote lectures to build the knowledge and confidence for healthcare professionals and industry leaders; university lectures; internships; and diet and lifestyle support for customers.



## Multi-Award Winning Education

We are proud to have collected multiple accolades for bringing innovation to the delivery of education.

- Brandon Hall Group Awards\* for
  - Best customer training program
  - Best use of video
  - Best results of a learning program x 2
- LearnX Impact Awards\* for
  - Best bite sized eLearning
  - Best eLearning
  - Best free resource
  - Best blended learning
- NutraIngredients Award\* Asia for Best Research Project (CMEd Malaysia)
- AITD (Australian Institute of Training and Development)
  - Best eLearning program
  - Best blended learning program

*\*These are international competitions reviewed by experts in the field*

# Education Services

## Scientific & research symposia

Research into CM is constantly evolving and it's important for health professionals to stay up-to-date.



Blackmores Institute's CPE-accredited scientific symposia feature internationally renowned experts who provide healthcare professionals with valuable insights on translating research into clinical practice. This includes practical strategies and tools, plus an opportunity to engage with peers.

Since our inaugural symposium in Sydney in 2014, Blackmores Institute has hosted over 5,000 pharmacists, GPs, naturopaths, dietitians, chiropractors, other allied health practitioners and students at events in Australia, New Zealand, Thailand, China, Malaysia, Singapore, Vietnam and Indonesia.



## Contributing to the wider discussion on regulation, standards and healthcare practice

Our Director, Dr Lesley Braun, regularly contributes to policy and practice discussions, at events, such as:

- 26th Federation of Asian Pharmacists Association Congress in Bangkok
- China Chamber of Commerce Meeting on VDS and Australian Regulation in Beijing
- National Regulatory Conference in Kuala Lumpur
- Joint Meeting with 16th Annual International Conference on the Science of Botanicals & 5th Interim American Society of Pharmacology in Oxford Mississippi, USA
- China Food and Drug Administration
- Thai Ministry of Public Health
- Samitivej Hospital in Bangkok
- Indonesia National Gyne/Obst Congress POGI
- India - National Obst/Gynec Congress
- China - Tsinghua special researcher for the National Social Science Foundation Project

In addition, the team are frequently invited to speak at national and international conferences, including industry events such as Nutraingredients Asia, and the International Conference on Advanced Pharmaceutical Research in Thailand. The National obstetrics and gynaecology congress in India attracted over 4,000 medical doctors to become Blackmores Institute members.



## Pharmacist masterclass and education seminars

### CMEd

Our signature HCP program, CMEd (Complementary Medicine Education) was successfully launched at the Malaysian Pharmaceutical Society conference in March 2018. Since launch, over 2,000 pharmacists have successfully completed the blended learning program to receive their CMEd Accreditation.

Following its success, CMEd has launched in Thailand, Pakistan, Singapore and Australia.

### Integrative prescribing

Blackmores Institute continues to host a series of face-to-face Pharmacist Education Sessions around Australia. These workshops provide an opportunity for pharmacists to understand the benefits of implementing an integrative approach to prescribing, and learn a step-by-step approach to developing an integrative management plan. The clinically focused workshops are developed to illustrate evidence-based steps pharmacists can take to offer an integrative and holistic approach to pharmacy healthcare advice.

## Pharmacy student training

Aimed at educating the pharmacists of the future, Blackmores Institute has associations with leading higher education institutions.

Over 1,300 university pharmacy students in Australia, Thailand, Singapore, Hong Kong and Malaysia have attended lectures and workshops. The integration of CMEd has since commenced with pharmacy students and includes more comprehensive workshops and case studies.



## Intern programs

Blackmores Institute is proud to open its doors to students seeking experience and insight into the role of CM in the whole health solution. We offer a variety of internships at the Blackmores Campus, Warriewood, including:

- Master of Pharmacy students from the University of Technology, Sydney for one month
- Six-week placements once a year for Pharmacy Students from Rangsit University and the University of Hawaii
- Seven-week placements for Masters of Education students from UTS in Sydney
- One-week placement for a Masters in Dietetics student from Deakin University

# Clinical Resources

We support healthcare professionals in staying up-to-date with the latest research in the safe and effective use of complementary medicine.

Blackmores Institute has developed a range of quality, evidence-based resources and practical approaches to enable appropriate integration in a clinical setting.

## Blackmores Institute website and research newsletter

The Blackmores Institute website provides healthcare professionals with the latest news, opinion and research updates online and via a weekly email newsletter.

Our research news is sourced from peer-reviewed, scientific, nutritional and medical journals.

## Complementary Medicine Interactions Guide



For the most part, CM can be used safely with pharmaceutical drug treatments. However, some CMs may interact with certain medications, affecting drug therapy efficacy or side effect profiles. In addition, some common medications can adversely affect the nutritional status of individuals over time.

The Complementary Medicine Interactions Guide is a concise and comprehensive reference resource for information on potential interactions between CM and pharmaceutical medications. It is available online and in a hard copy format. It has been translated into multiple languages.

In 2019 we published the 10th Edition, more than 15 years since its first publication. The latest edition has been reviewed and updated by an expert university pharmacy panel\* and includes 75 CM ingredients, with 15 new complementary medicines included. It draws from over 1,000 references.

## Drug/Nutrient Depletions Guide

Launching in 2020: Covering the top 50 PBS prescribed drugs in Australia the guide summarises the established interaction between pharmaceutical drugs and nutrient status (depletion) within the human body.

Given the prevalent and often long-term use of many medicines, this guide is a vital clinical resource to help pharmacists and other healthcare professionals easily identify potential drug-induced nutrient depletions and associated adverse effects.

*\*Blackmores Institute is grateful to the University of Sydney School of Pharmacy for their contribution to both guides.*

## Fact Sheets

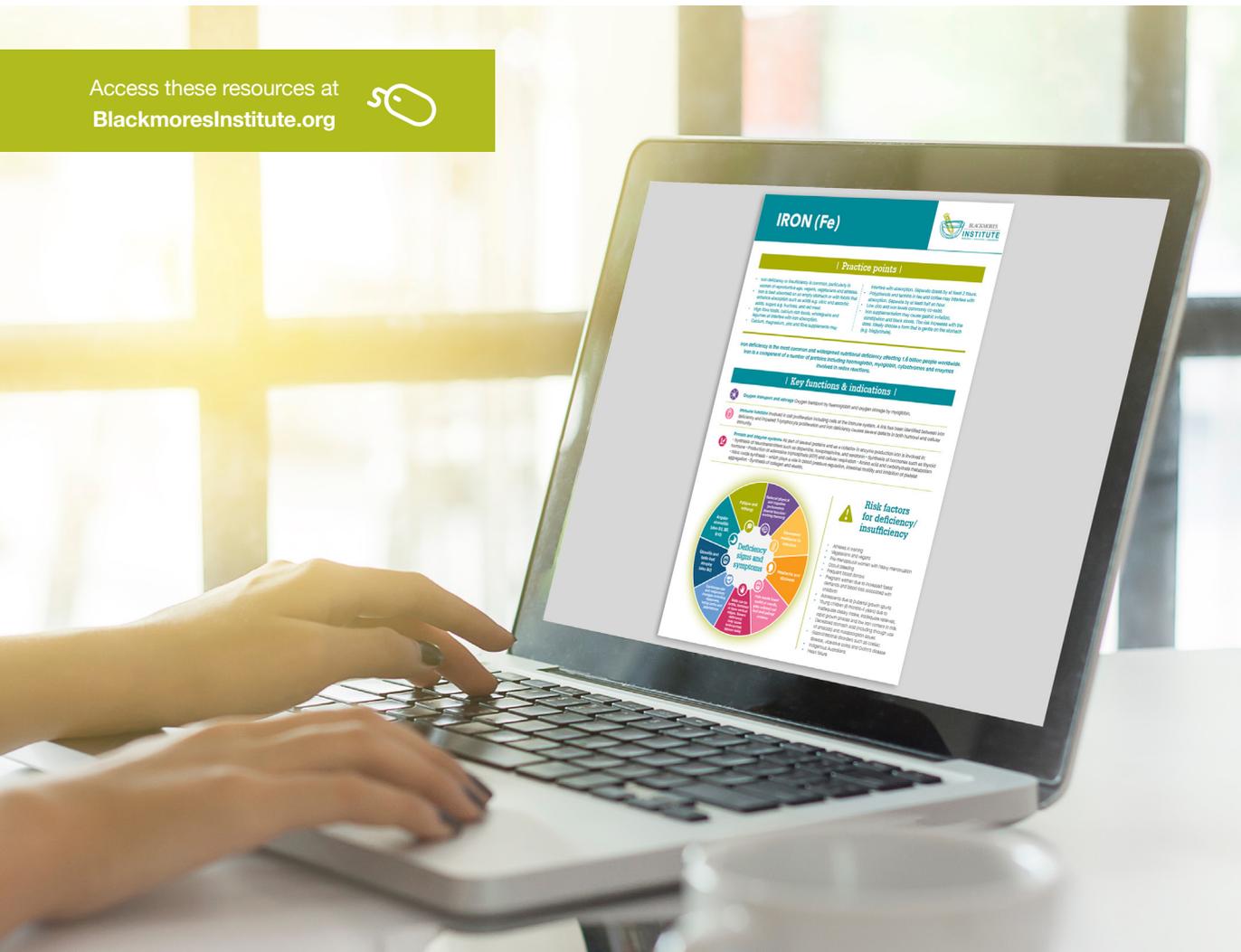
Blackmores Institute has developed a series of evidence-based fact sheets:

- Managing common conditions with CM, as an integrative approach
- Some of these conditions include: osteoarthritis, hypertension, and stress and anxiety
- Key ingredients and how they work to treat various health conditions. Popular ingredients include turmeric, St John's wort and ginkgo biloba

Other resources include:

- Integrative prescribing pad
- Over 200 product information sheets in multiple languages

Access these resources at  
[BlackmoresInstitute.org](https://BlackmoresInstitute.org)



# Senior Team



**Adjunct Associate Professor  
Dr Lesley Braun Group Director,  
Blackmores Institute**

Adjunct Associate Professor Dr Lesley Braun is a distinguished academic, pharmacist and naturopath. Dr Braun leads

Blackmores Institute, and in 2018 was named the CEO Magazine's Health & Pharmaceutical Executive of the Year.

Dr Braun works across the academic, government, and commercial sectors, utilising her extensive research and education experience in pharmacy, naturopathy, various healthcare systems and integrative medicine. She is the main author of four best-selling textbooks including Herbs and Natural Supplements – an Evidence Based Guide and founding Editor-in-Chief of the journal Advances in Integrative Medicine.

As a talented communicator with a passion for collaboration, Dr Braun's extensive education and research translation experience is in high demand. She is a member of the Clinical Oncology Society of Australia's Complementary and Integrative Therapies Group Executive, Pharmaceutical Society of Australia, Australian Institute of Company Directors, and Australia-China Business Council Health and Medical Research working group. She is also on the advisory committees for nutrition courses at Endeavour College and the Think Group and a special researcher for the "China National Social Science Foundation Project" with Tsinghua University.

Dr Braun is an Adjunct Associate Professor at the National Institute of Complementary Medicine (Western Sydney University) and has held research positions at The Alfred Hospital, Monash University and RMIT University and participated in several TGA advisory committees for 7 years. She is also a regular presenter at health symposia across Asia-Pacific, Europe and North America.



**Vladimir Stajic  
Director of Research and  
Technical Affairs**

Vlad has an extensive research and technical background, from holding a PhD in the field of Applied Chemistry to working in petroleum, forensic, biotechnology, animal and human pharmaceutical and complementary medicine industry.

Vlad's research experience ranges from the novel chemical entities and delivery forms, immunoassays and new laboratory methods, inflammation, hormonal interventions, antibiotics, prodrugs, and complementary medicine. This experience spans primary research, clinical trials, raw material manufacturing and technology transfer, intellectual property, patent protection and enforcement to the post commercialisation product support. His role with Blackmores Institute is to identify, establish and drive the research program, including partnerships with innovative providers of healthcare solutions.



**Pam Stone  
Director, Educational  
Partnerships**

Pam joined Blackmores in 1987, having found a company that shared in her naturopathic values and vision, and that was driven by integrity and purpose to make people healthier. Her career with the company has spanned the Advisory, Public Relations and Education areas and she has lectured extensively to healthcare professionals in Australia and the Asia Pacific region. Her role now includes managing educational partnerships as part of Blackmores Institute's vision to facilitate delivery of quality and accessible complementary medicine education to healthcare professionals. A naturopath for over 30 years, she believes that education is key to giving healthcare professionals knowledge and confidence to effectively integrate the CM evidence base into patient care.



**Gill McEwen**  
**Director of Education**

Gill is an experienced global Director of Education and conference speaker with a demonstrated history of transforming education in the pharmaceutical, accounting and governance arenas.

Gill is a passionate advocate for improving business performance through the delivery of highly interactive, application-based education with the customer as the key focus of the experience. She joined Blackmores Institute three years ago and under her remit the team have collected multiple global awards for bringing high level thinking, analysis and engagement into the program curriculum.

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**Tiffany Elvy**  
**Senior Communications and Content Manager**

Tiffany is a communications professional with a passion for natural health and more than 15 years' experience in the

fields of health, nutrition, sport, and wellbeing. Tiffany works with our team to develop evidence-based natural health information for healthcare professionals and the academic community.

Managing Blackmores Institute's marketing communications and digital activities, she is responsible for developing commentary on current and emerging complementary medicine research. This includes keeping the Institute's 30,000+ members up-to-date via the website, and our weekly research e-newsletter. She also manages media relations and the promotion of Blackmores Institute's research outcomes and educational services.



**Pui Kuun Ng**  
**Scientific Communication Manager**

Pui Kuun is a nutritionist who is determined to help people improve their health and stay healthy. She has more than

15 years of experience in the health and nutrition arena as a nutrition advisor/educator, medical affairs advisor, nutrition scientist, and R&D communication specialist.

Supporting Blackmores Institute across the Asia region, Pui Kuun translates nutritional science into an easy-to-understand, relevant-to-individual manner to various stakeholders. This includes promotion of Blackmores Institute's education programs and resources, and communication on Blackmores Institute's activities in Asia such as scientific symposium, research and education collaborations.



**Lynnette Edwards**  
**Education Operations Manager**

Lynnette is an education professional specialising in learning and development, enterprise resource planning (ERP), HR and SAAS solutions.

Lynnette has extensive experience in the areas of legal professional services, mining, construction, energy, telecommunications, FMCG and governance.

Managing Blackmores Institute Education's operations and learning management system (LMS) teams, Lynnette is responsible for all operational functions from education solutions to project deployments to data analytics.

Lynnette is a passionate advocate for delivering a world-class digital education experience, and this passion can clearly be seen in the net promoter scores (NPS) and learner feedback since she joined the team.

# Governance Principles

Blackmores Institute's vision is to be the leading authority in natural health research and education. We are governed by a set of principles to ensure our standing as a centre of excellence in the field of natural health research and education.

## 1. Grow and share the knowledge base of natural medicine

- 1.1 Develop ideology based on the outcomes of an active research program.
- 1.2 Build natural health research capacity through a series of scholarships and intern programs.
- 1.3 Enhance natural health literacy through education and communications activities.
- 1.4 Encourage the quality use of natural medicine by promoting the growing body of evidence supporting natural medicines in a way which enables appropriate incorporation into practice.

## 2. Commitment to open and transparent conduct

- 2.1 Blackmores Institute operates as an entity within Blackmores Limited, a publicly listed company on the Australian Securities Exchange. Blackmores' Board is committed to acting in the interests of shareholders, and believes growing the credibility of the industry and furthering the knowledge base of natural medicine will benefit Blackmores Group.
- 2.2 All efforts will be made to ensure conflict of interest of Blackmores Group, Blackmores Institute and contributing authors are openly declared and managed sensibly.

## 3. Independent review

- 3.1 Blackmores Institute has an independent pharmacist advisory board and general practitioners advisory board to provide guidance and advice on relevant HCP education and information.
- 3.2 Where applicable, educational materials developed by Blackmores Institute will seek appropriate accreditation with the relevant professional bodies to ensure high quality and a fair portrayal of the evidence.

## 4. Ethical Approach to Research

- 4.1 Blackmores Institute will engage in research which may be either commercial or non-commercial in nature. This may involve the provision of clinical trial materials, funding, or both to researchers and in-kind support.
- 4.2 Blackmores Institute will not be directly involved in data entry, analysis or report writing of clinical trials conducted by external parties. In these cases, Blackmores Institute expects academics to take full responsibility for these activities in order to protect the integrity of the data.
- 4.3 Approval by human research ethics committees is expected for all relevant studies as agreed.
- 4.4 Blackmores Institute upholds the rights of the

researcher to publish the outcomes of clinical research, as agreed.

4.5 The safety and welfare of research participants is paramount.

## 5. Presentation of fair and balanced information

5.1 Blackmores Institute is an entity of Blackmores Group, who produces a range of vitamin, herbal and nutritional products and is founded on the work of Maurice Blackmore, a natural health practitioner. Coming from the perspective of natural health professionals, Blackmores Institute commits to a fair and balanced presentation of views.

Our activities will, at all times, withstand public and professional scrutiny and conform to professional and community standards of ethics.

Our primary purpose is to build the evidence base, improve the quality use of natural medicine through education and raise natural medicine health literacy through fair and balanced analysis of the latest research and informed opinions to help translate this evidence into practice.

We recognise that the work we do will have an impact on the commercial side of the business.





**BLACKMORES**  
**INSTITUTE**  
RESEARCH | EDUCATION | INNOVATION

6th edition, published February 2020



Start learning at  
[blackmoresinstitute.org](https://blackmoresinstitute.org)



[info@blackmoresinstitute.org](mailto:info@blackmoresinstitute.org)