

CMA Media Release

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Vitamina Documentary Supplements the Debate on Vitamins

Complementary Medicines Australia (CMA) welcomes the balanced documentary 'Vitamina', presented by Dr Derek Muller, which responsibly reviews the science behind vitamins and supplements.

CEO of CMA, Mr Carl Gibson, said: "as a responsible industry we advocate for a good nutritious diet and exercise, and supplements for when a healthy diet isn't enough. The documentary shows the vital role our products make to supplement life's journey."

"Vitamin A is essential for eye health, Vitamin D is needed for strong bones, Vitamin C supports immunity and prevents scurvy, and folic acid reduces the risk for birth defects, with many doctors recommending that any woman of childbearing age take a folic acid supplement."

"Over 250,000 children in developing countries go blind each year due to lack of vitamin A, and half of those sadly die – when treatment is only 25 cents a year. But it isn't just an issue for developing countries. Here in Australia, six cases of child blindness are reported each year."

"The Australian industry manufactures and sells the best products in the world. Our products are tested for quality and companies must hold evidence for any claims, giving consumers absolute confidence in our products. But consumers need to be Buyer Aware of buying products online from overseas. Other countries do not have the strict regulatory regime that we do in Australia."

"Consumers should also make sure they read the label when selecting products and seek the advice of a healthcare practitioner. Most importantly, as the documentary portrayed, only take the appropriate dosage and seek medical assistance if any case of any side effects."

"Australian products are the safest in the world and recognised around the world for their quality, safety and efficacy," Mr Gibson said.

The Vitamina documentary will be broadcast on SBS at 8:30pm on 12 August 2018.

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