



# OUR 50 YEAR JOURNEY TO HEALTH CMA 23<sup>RD</sup> ANNUAL CONFERENCE PROGRAM

Conference Master of Ceremonies: Gary Scattergood  
#2022CMAConference

<b>8:30am – 9:00am</b>	<b>Registration &amp; Exhibition Open</b>
	<b>Session One – Healthy Regulation</b>
9:00am – 9:10am	<b>Welcome from the CMA &amp; Gold Sponsor TSI</b>
9:10am – 9:50am	<b>Adjunct Professor John Skerritt, Deputy Secretary, Australian Department of Health</b> Regulatory Reform
9:50am – 10:30am	<b>Adjunct Professor Michael Smith, National Center for Natural Product Research, University of Mississippi</b> 50 years of leading regulation and updates from Canada - Sponsored by Factors Group
<b>10:30am – 11:00am</b>	<b>Morning Tea &amp; Exhibition</b>
	<b>Session Two – Wisdom &amp; Future of Healthcare</b>
11:00am – 11:30am	<b>Dr Lesley Braun, Director, Blackmore’s Institute</b> Future of Healthcare - trends and opportunities
11:30am – 12:00pm	<b>Sarah Culverhouse, Head of Education, McPherson’s Health</b> Synergy in herbal formulating – bona fide or balderdash?
12:00pm – 12:30pm	<b>Brooke Benson, Senior NPD and Communications Manager, Pharmicare</b> LOONSHOTS: Science-based serendipity and the importance of nurturing the crazy ideas that change healthcare forever
12:30pm – 1:00pm	<b>Julia Illera, Senior Consultant, Euromonitor International Sydney</b> Delving into the key drivers of growth of vitamins and dietary supplements in Asia Pacific
<b>1:00pm – 1:45pm</b>	<b>Networking Lunch &amp; Exhibition</b>
	<b>Session Three – Business as Unusual</b>
1:45pm – 2:15pm	<b>Brad Sanderson, Translational Science &amp; Human Studies, Swisse</b> Beyond the randomized controlled trial for complementary medicines Using alternative evaluation methodologies to demonstrate efficacy
2:15pm – 2.45pm	<b>Dr Anders Henriksson, Application and Technical Support Leader, Health AP, IFF</b> New and Emerging Clinical Research on Probiotics
2:45pm – 3:15pm	<b>Dr Brad McEwen, Head of Products, Trends, and Innovation, Complementary Medicines Group</b> Journey to Optimised Health: Longevity and the future of personalisation of complementary medicine
<b>3:15pm – 3:45pm</b>	<b>Afternoon Tea &amp; Exhibition</b>
	<b>Session Four – Healthy Channels and Communications</b>
3:45pm – 4:15pm	<b>Anna Kuperman, General Counsel at Integria Healthcare &amp; Anna Vandervliet, Senior Associate, Herbert Smith Freehills</b> It’s not easy being green (Sustainability and greenwashing claims)
4:15pm – 4:45pm	<b>Panel Discussion: Sally Townsend (Blackmores Group), Jo Cooper (NSW Office of Energy and Climate Change), Anthony Ogilvie (McPherson’s) and John Bigley (Zipform Packaging)</b> Accelerate the adoption of sustainable practices with your roadmap to decarbonisation
<b>4:45pm – 5:00pm</b>	<b>Gary Scattergood, MC</b> CMA wrap up and announcement of prize winners

\* Conference Speaker Program is Subject to Change



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