



CODE OF CONDUCT – February 2015

This Code of Conduct reflects the ethics of Natural Health Products New Zealand Inc. All members of Natural Health Products NZ espouse a commitment to the values of personal integrity, ethical corporate behaviour and the holding of customer/consumer safety paramount.

Only an active and supportive membership that shares a commitment to responsible action and business practices can give real meaning to the Code of Conduct and make the code reflective of a vital and growing New Zealand Natural Products Industry.

Conformity

All members must conform to the Constitution, Code of Conduct, and any other policies of Natural Health Products NZ.

All members must conform to all the regulatory requirements of their respective local body and the relevant central government regulations.

Business Practices

All business transactions must be conducted in a fair and truthful manner, including all dealings with customers and suppliers.

Members will not engage in false or misleading advertising, including website contents.

Members may use a *"Member of"* logo if they have followed the correct procedure in the Use of Logo document.

Members may not infer Natural Health Products NZ endorsement of any of their products.

Members may identify themselves as having Natural Health Products NZ membership in promotional and marketing material.

Members should never discuss or exchange information related to those areas that are generally regarded as unlawful or in violation of the Fair Trading Act such as;

- Prices or pricing
- Allocation or division of markets or customers
- Boycotts or agreements not to deal with competitors, customers or suppliers
- Terms of trade such as credit terms, discounts

Members should conduct themselves in a professional manner with all competitors and regulatory agencies/authorities.

Co-operation and Collaboration

Members are encouraged to actively promote the industry in a positive and collaborative manner and participate in industry related issues.

Violation

Should the conduct of any member (or its employees) become prejudicial to the character and welfare of Natural Health Products NZ, or if any member exhibits conduct in any way contrary to or in violation of this code or the Constitution of Natural Health Products NZ, then such conduct will be referred to the Executive Board of Natural Health Products NZ.

The Executive Board of Natural Health Products NZ will give consideration, a possible outcome of which could be suspension or expulsion of membership as defined within the Constitution.

Should the nature of the conduct or violation be significant the Executive Board of Natural Health Products NZ may be obligated to refer the conduct or violation to the regulatory body to protect the interests of not only the membership of Natural Health Products NZ but also that of consumer and the industry as a whole.