



Natural Health Products NZ

The voice of our industry



Regulatory Reform Update

- Latest news is:
 - The Therapeutic Products Bill (TPB) that includes Natural Health Products will enter parliament before the end of the year
 - Timeline for passing the TPB is prior to the election
 - The TPB is the high-level legislation that frames day-to-day regulations
 - Regulations will come after the TPB
 - MoH advise working regulations could be as far away as late 2026/2027



How can we have our say?

- Opportunity for public consultation at Select Committee (Health)
 - Official parliamentary process to engage with public
 - Written and oral submissions
 - NHPNZ will submit written and oral on behalf of membership



What do we do to prepare?

- Read the TPB once it is published on the Parliament Website
 - Prepare responses to the content of the TPB
 - NHPNZ
 - Individual Members
- This is ***the*** opportunity for official consultation
 - Be prepared
 - Have your say
 - As an industry body work together to ensure all stakeholders have their say
- Select Committee process will be concluded within 6 months (MoH advice)

Detail will be in Regulations

- But we should keep preparing now
 - To ensure we have what industry wants
 - To develop expert advisory committees/groups
 - To proactively assist MoH to move regulations forward with urgency

2026/2027 is too far away



What has NHPNZ GA team achieved?

- Recognition by MoH of our requirements for health benefit/therapeutic claims
- Recognition of traditional use evidence as important and valid
- Recognition by Ministers and ministries of the urgent need for reform to fix export issues and the huge cost to NZ of BAU
- Regular and constructive engagement with officials, ministers and MPs from across the house
- Exposure in the media of issues affecting our industry
- A growing understanding by government of the importance of our sector



How can members assist?

- Give us feedback by way of our open regulatory surveys and any other means of communication you are comfortable with
- Encourage other members to provide feedback
- Advise NHPNZ of regulatory issues you encounter that are due to our broken regulatory framework
- Support NHPNZ by speaking out when we have media opportunities that can gain us important traction with government



Resources on the website:

<https://www.naturalhealthproducts.nz/regulations-latest-news-on-the-regulation-of-natural-health-products/>

REGULATIONS – LATEST NEWS ON THE REGULATION OF NATURAL HEALTH PRODUCTS

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CURRENT SITUATION

NZ's regulations for NHPs are decades out of date, broken and no longer fit for purpose. Over many years various attempts at regulatory reform have failed, the most recent being the Labour / NZ First Government's removal of the Natural Health and Supplementary Products Bill from the order paper despite it having passed the Second Reading stage and with years of consultation and public submissions.

Natural Health Products are currently regulated as dietary supplements, foods and cosmetics. Minimum manufacturing standards are prescribed in the Food Act. Therapeutic purpose claims are prohibited by the Medicines Act. Composition and labelling are regulated by the dietary supplements regulations, food standards codes and cosmetics group standards. The Fair Trading Act applies and consumer law applies.

Much of this legislation is outdated, difficult to interpret and the legal relationships are messy and broken. For example, Medsafe are only the administrator of the Dietary Supplements Regulations, not the regulator.

This has resulted in:



Natural Health Products NZ contacts

Samantha Gray

Government Affairs Director

Ph: 021 119 7226

govtaffairs@naturalhealthproducts.nz

Kerry Warn

General Manager

Ph: 021 327 778

kerry@naturalhealthproducts.nz

www.naturalhealthproducts.nz

