

Submission

I strongly support every attempt to introduce stronger government regulation in this industry. I base this view on the following –

1. The advertising and promotion of these products is almost always misleading and makes unsubstantiated claims.
2. There is every evidence that the industry is incapable of effective self-regulation, mainly because their products are most commonly ineffectual and useless.
3. The industry exploits the most vulnerable and poorly informed segments of our society by marketing ineffective goods to them.
4. The unhindered promotion of these goods also represents a serious threat to health and well-being, in that it tends to undermine belief in effective, science based medicine, and tacitly supports unsubstantiated alternatives.
5. As a psychologist, I am well aware of the difficulty most people face when it comes to critically evaluating these products and the often biased and contradictory claims made about them. As many consumers are apparently not able to make such complex assessments based on the best available information, I believe the Government has a public duty to step in and introduce the strongest possible regulation of this entire industry based on the best available expert evidence.