



BIOMEDICA'S PRODUCT SUPPLY POLICY GUIDE

BioMedica Nutraceuticals

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THE PRACTITIONER COMPANY
BioMedica
N U T R A C E U T I C A L S

Why do we impose a Supply Policy?

Brand Protection and support for profession

Since inception, the focus at BioMedica Nutraceuticals has and always will be about ensuring the viability of practitioners in clinical practice. We are dedicated to preserving and enhancing the role of the holistic practitioner and remaining a truly **'practitioner only'** company.

Without stringent policies surrounding the supply, distribution and advertising of our products, this core value central to the business could be undermined.

Regulations and Legislation

BioMedica Nutraceuticals is governed by a range of different regulations and legislation in Australia. This means that we need to update our product details in order to comply with the "TGO92" legislation and meet the "permissible indications" set out by the Therapeutic Goods Association (TGA).

In effect, we are continually updating our product labels and other details on a regular basis to ensure they comply with the relevant requirements and need to ensure all interactions with our products also reflect these updates.

What information is allowed to be displayed to the general public?

Branding

Practitioners are permitted to display the following logo in reference to our brand when communicating information to the general public.



Product images

Practitioners are only permitted to display the following generic product image across ALL BioMedica Nutraceuticals product listings accessible to the public.



What information is allowed to be displayed behind a firewall or login?

All other information such as pricing, product shots, product or technical information MUST be displayed behind a firewall or after the customer logs in to their respective account.

Detection process

The team at BioMedica proactively monitoring for breaches to these supply conditions.

Adherence to Supply Policy

We take supply policy breaches very seriously and upon notification will reach out to the owner immediately. Once the owner has been instructed to amend the breach we will monitor closely until completion. If the owner does not comply with our requests we will close your account with BioMedica Nutraceuticals and access through suppliers.

Search engines and Indexing BioMedica Products

Occasionally BioMedica notices that while practitioners that have removed links on their website to their products which effectively prevents customers from accessing the products via their website, there were still other links present which would allow the public to access our products.

Most search engines (for example, Google) will index a page and create a public facing search engine result for certain keywords unless you deliberately specify otherwise. In these cases, the effort might have been made to ensure a link was removed on the practitioner's website, yet the search engine is still indexing the product pages and creating a direct link for the public to access.

Based on this information, it is crucial to ensure that your products are not being indexed via Google or any other search engines. Direction to your website via search engine(s) is still a breach of policy and may cause disruption of supply.

How to ensure a product page is not indexed by Search Engines

1. Navigate to the page of the product you would like to update
2. In the Head HTML section, copy and paste the following code: `<meta name="robots" content="noindex">`
3. If you cannot achieve this, consider speaking to your website provider or web developer