



Dedicated

exclusively to natural healthcare
practitioners for over 25 years

At BioMedica, we are proud of our uniqueness and differences. Our company was founded over 25 years ago with the sole purpose of supporting natural healthcare practitioners in clinical practice and ensuring the viability of our profession.

To this day, we continue to have the fundamental belief that quality natural medicines, in the hands of good clinicians yield best practice and patient outcomes and we are proud to be one of the very few remaining true practitioner only companies in Australia. We also understand that our products are just one part of the healing puzzle; true healing starts with you, the practitioner.

Discover some of the pillars that guide our business and make BioMedica a unique prescribing choice today:



Founded by Practitioners, for Practitioners

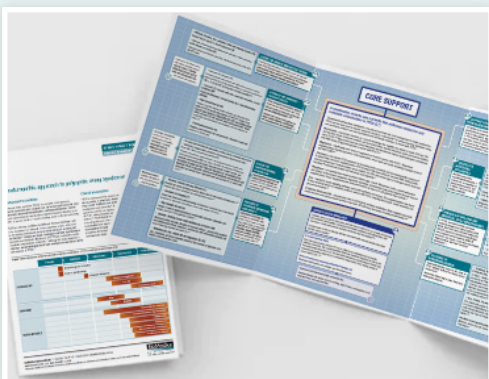
- BioMedica was founded by Daniel Baden and Garth Harris, 2 experienced and well respected clinicians with over 60 years of combined clinical experience
- We maintain a single-minded focus on clinical outcomes for our practitioners and their patients
- We keep the needs of practitioners and the viability of our profession at the heart of everything we do

An Australian owned family business

- BioMedica remains to this day a family owned Australian business and not a listed company primarily motivated by driving profits for shareholders
- We are therefore well positioned to understand the challenges and opportunities that come with running a small business in Australia
- The majority of our products are made in Australia



Relevant, balanced and honest educational support



- We work hard to offer a balanced and unbiased approach to education developed with the highest integrity and designed to build knowledge and confidence
- We have a vast range of clinician tools, collateral and clinic resources accessible via our website to build prescribing expertise in developing individualised treatment plans with a strong focus on therapeutic outcomes
- We provide exclusive access to online and face-to-face events to educate and inspire. We are committed to developing practitioner skill and clinical understanding

Products that deliver tangible results for your practice and your patients

- BioMedica has a tailored range of clinically relevant products formulated on naturopathic principles and scientific evidence to deliver tangible health outcomes
- We remain committed to a tireless pursuit of clean and transparent formulations with our **No to low excipient** policy
- We offer diverse format delivery for truly flexible and tailored prescribing

We formulate products based on some strict and non negotiable principles:



QUALITY RAW MATERIALS

There is an amazing variation in raw materials and we meticulously assess efficacy, absorption, form, stability and numerous other important considerations.



CLINICAL EXPERIENCE AND RELEVANCE

Clinical research is “meaningless” without clinical experience. We pour decades of clinical practice experience and expertise into each bottle and formulation



TESTING

We test raw materials before they go into a product and again when they are in completed form



SYNERGY

We include necessary co-factors required to achieve the best clinical outcome



RIGOROUS RESEARCH

To understand what works and why



SAFETY

We take a great deal of care around the excipients we use or more to the point don't use



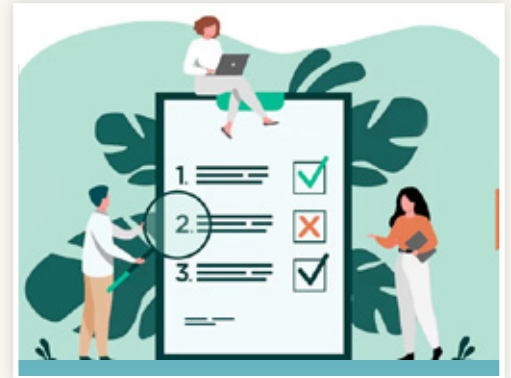
COST

We work hard to ensure BioMedica products represent great value to you and your patients



A strict product supply policy actively enforced to protect our practitioner community

- We have one brand, one label, one channel, one focus
- Our unwavering sales supply policy ensures our products are available only via practitioner prescription
- For us, practitioner only is not a “marketing” claim. We frequently audit accounts, reject account applications that are not in line with our criteria and close down accounts that are in breach of our sales policy
- Product exclusivity means increased patient contact, improved patient outcomes, increased referrals and a growing business



We have a dedicated email address where possible breaches can be reported report@biomedica.com.au

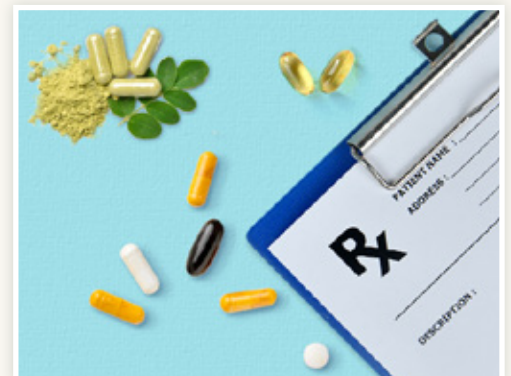
An experienced team you and your practice can rely on



- Over 80% of our staff are qualified health professionals, many of whom still practicing
- We are dedicated to providing support for your practice with :
 - ▶ A dedicated Practitioner Consultant
 - ▶ Direct access to our clinical support team
 - ▶ Friendly and knowledgeable customer service team
 - ▶ Efficient and reliable warehouse team

A flexible prescribing philosophy in line with Naturopathic principles

- We have a Naturopathic prescribing philosophy at the core, which addresses the underlying drivers of pathology and treating patients individually
- Holistic prescribing, not protocols. BioMedica does not have treatment protocols, preferring to educate practitioners about disease drivers and taking a holistic assessment of the person
- However, we do provide a large amount of technical information and education tools to assist practitioners in developing patient specific naturopathic treatment plans
- We offer dosage formats that allow a truly tailored approach to prescribing





**Service levels
designed around
the needs of natural
health practitioners**

- **Seamless and profitable dispensary management**

- ▶ Handy and cost effective patient ordering service. Prescribe BioMedica products for delivery straight to your client's door and earn 100% of the difference between your chosen sell price and the wholesale value

- **In stock**

- ▶ We are acutely aware that you and your patients rely on our products and work tirelessly to always be in stock when you need us

- **Easy ordering combined with fast and cost effective delivery**

- ▶ Seamless and intuitive eCommerce platform
- ▶ No minimum order amount and orders over \$200 ex GST are freight free for practitioners
- ▶ Same day delivery for Sydney metro and next day delivery for most other capital cities
- ▶ Online orders under \$200 ex GST have a \$12.50 flat freight charge (Australia Wide)

- **Confident herb-drug-nutrient prescribing**

- ▶ We provide all registered BioMedica practitioners free access to the IMgateway interaction database offering an overview of known interactions of BioMedica product broken down by ingredient and drug

- **Engaging Social Media platforms**

- ▶ Be part of our growing community via our educational social media pages on Instagram and Facebook with relevant and sharable patient and practitioner content

- **Find a Practitioner service**

- ▶ Free tool designed to help patients find their local BioMedica prescribing practitioners and at the same time help you promote your clinic

- **Attractive discounts and loyalty program to reward you as you grow**

- ▶ We offer an ongoing 5% discount on all direct prepaid orders and practitioners can qualify for our Partnership Program from \$5,000 of direct orders per year to enjoy additional benefits.

A strong connection to our industry, profession and practitioner community

We are proud champions of holistic healthcare and subscribe to the core naturopathic principles as fundamental to success in clinical practice

- We are dedicated to preserving and enhancing the role of the holistic practitioner and committed to growing the standing of our profession
- The importance of a thorough holistic consultation from an appropriately trained practitioner and using high-quality supplements as part of an individualised support plan, has and will always remain our driving force.

Clinical outcomes and Integrity before profits

- Like you, we are running a business and need to ensure its viability. But like you, we also deeply care about the health of the patients we serve and will never put profits over patient care
- We operate a highly principled business and feel very strongly about our values. So much so, that we regularly turn away business and opportunities to remain true to our founding ethos.



We invite you to become part of the BioMedica practitioner community and we look forward to supporting you and your practice.

- biomedica.com.au/newaccount
- **Contact details:**
 - ▶ orders@biomedica.com.au
 - ▶ info@biomedica.com.au
 - ▶ clinicalsupport@biomedica.com.au
- **Distributor Partners:**
 - ▶ Ariya Health
 - ▶ Osborne Health Supplies
 - ▶ Rener Health Products
 - ▶ Vital.ly