



## THE LOWDOWN ON CMG

CMG was borne out of the desire to service the complementary medicines industry with the necessary products and services needed in the one place.

We are a new kind of supplier, setting a benchmark for customer service by providing an online product delivery tracking system, 24/7 customer service hotline and electronic pre-delivery advice service.

We believe that our customers deserve the very best, from the supply of raw material, to product development, manufacturing, regulatory approval and marketing.



FOR EVERYTHING YOU NEED TO GET  
YOUR PRODUCTS TO MARKET,  
AND KEEP THEM THERE.

## ABOUT OUR FOUNDER

Founder Craig Fallshaw's knowledge of complementary medicine – its manufacture, formulation, active ingredients and business processes – is in his blood. After all, he began his career 20 years ago in the family business, a contract manufacturer that had been founded by his grandfather in 1972.

Craig built on this manufacturing experience with experience in sales and marketing, giving him a unique insight into the complementary medicine field. In 2010, he founded Complementary Medicines Group (CMG), to provide full service to the complementary medicines, food and over-the-counter pharmaceuticals industries. And to bring some fun into this very competitive and serious business. CMG has the resources and knowledge base to help you get your product to market - from concept and formulation, right through to branding, marketing and website optimisation.

Craig's vision for CMG is to be a conduit for innovation, by bringing new concepts and technology to sponsors of complementary medicines in Australia, and to take the hassle out of the management and sourcing of products and services.



Check our website at [www.cmgrouponline.com.au](http://www.cmgrouponline.com.au), or just scan the QR code. Feel free to call us on **02 9091 0264** – we would love to have a chat. And when you see the purple cow, come and say g'day.

**CONTACT CMG**  
**02 9091 0264**

[info@cmgrouponline.com.au](mailto:info@cmgrouponline.com.au)  
[www.cmgrouponline.com.au](http://www.cmgrouponline.com.au)



• AVOID THE HERD MENTALITY •

YOUR FULL-SERVICE  
COMPLEMENTARY  
MEDICINE SPECIALISTS

RAW MATERIAL SUPPLY • NEW PRODUCT DEVELOPMENT  
MANUFACTURING • REGULATORY ADVICE  
STABILITY SERVICES • MARKETING WISDOM

## A UNIQUE APPROACH

We are committed to making your life easier by offering a single point of contact for a wide range of products and services designed to help you get your product to your customers.

- **24-hour customer service hotline:** Our customers always get to talk to a real person via our fully-manned hotline.
- **Track your orders online:** Weekly customer service updates are provided by email, however if you are happy to check your order status yourself, you can. Our online tracking service is easy to use and allows you to find out exactly where your order is. And since we are all about convenience, there's an app for that too.
- **Flexibility:** Working with a small player such as CMG has its advantages – we can offer specialised dosages and lower production quantities. All at a competitive price.

We can help guide you through formulation, claim substantiation, regulatory requirements and package design, right to the final product. And more.

**We know that complementary medicine is serious business – but that doesn't mean it can't be fun. Let our purple cow thinking take the hassle out of sourcing and marketing complementary medicines.**



## FROM RAW MATERIALS ...

Whether you need vitamins, minerals, herbal extracts, or other active pharmaceutical ingredients - for human or animal health - CMG has the right raw material for you. Our warehouse stocks more than 2000 ingredients, and our staff have more than 30 years' experience.

## ... TO DEVELOPMENT

And once you have the right elements, our technical and regulatory team can help you navigate the regulatory system and develop your finished product – or entire product line. We work alongside you all the way to create unique, effective formulations from your core ideas.

**Get to market faster so you can bring in the cream sooner.**



## ... OFF TO MARKET

Complementary medicine is a competitive field – with many big players. That's why it's important to have a marketing strategy that works. The stronger your brand message, the easier it will be to attract and keep customers.

Our experienced team of business and marketing consultants has helped build small and large brands in a range of multinational as well as small and medium companies. Our quality assurance is second-to-none and our system has been tested over a number of years.

If you need a robust marketing strategy – either for business-to-customer or business-to-business – CMG has the expertise to make you stand out from the crowd.

**Like the purple cow in a field of Jerseys.**

AT CMG, WE PUT YOU FIRST,  
SO YOU ALWAYS GET THE CREAM.

WE WORK ALONGSIDE YOU  
ALL THE WAY TO CREATE UNIQUE,  
EFFECTIVE FORMULATIONS FROM  
YOUR CORE IDEAS

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