

## **Complaint to TGA: Pharmicare Laboratories Nature's Way Magnesium Products**

**This is a high priority complaint to test the TGA's will to act on recalcitrant sponsors of complementary medicines.**

There have been 13 complaints about the promotion of products containing magnesium upheld by the now abolished Therapeutic Goods Advertising Complaint Resolution Panel (CRP) from 2010 to 2017, see: [http://tgacrp.com.au/complaint-register/?\\_search=Magnesium](http://tgacrp.com.au/complaint-register/?_search=Magnesium).

Nature's Way Magnesium Chelate ([2016/11/007](#)) was one of these. The CRP file is not available from their website due to TGA database errors (Invalid File crp-2016-11-007-natures-way-magnesium-chelate.pdf). Accordingly, I have appended the CRP determination about this complaint.

The Panel noted the advertisement breached the Therapeutic Goods Advertising Code, sections 4(1)(b), 4(2)(a) and 4(2)(c). The Panel requested Pharmicare Laboratories to withdraw these representations and advertisements and advise third parties that similar representation(s) used should also be withdrawn.

**Regardless, this product continues to be advertised with claims that have been judged to be misleading and deceptive.**

Furthermore, Pharmicare Laboratories has the unenviable reputation of the having the most upheld complaints of any sponsor of complementary medicines over the life of the CRP.

**I submit that this complaint is "high priority" because the sponsor is recalcitrant, this category of product has had numerous upheld complaints, and the ongoing advertising claims by the sponsor (and others) that state or imply that the product can help muscular cramps and spasms (without an explicit statement that this is only relevant to magnesium deficiency); headaches (including migraine), stress and relaxation are misleading and deceptive. These claims clearly impact on the consumers ability to appropriately use these goods.**

I allege that the continued promotion of this product, represent repeated breaches of the Therapeutic Goods Advertising Code 2017, sections 4(1)(b), 4(2)(a), 4(2)(c).

In addition, current specific indications on the ARTG Public Summary Document are equally misleading and deceptive, for example:

- [ARTG ID 250155](#): "Helps:

Muscular Cramps & Spasms.  
Stress & Relaxation.  
Relieve Headaches.

Only one tablet can help with:

Muscle stiffness & cramps  
Muscular aches & pains  
Stress, anxiety & sleep

May helps reduce the frequency of migraines and support migraine management."

Furthermore, similar misleading and deceptive advertising and public summary claims are made about Nature's Way High Strength Magnesium 600mg (ARTG 185943).

**Screen shots of these misleading and deceptive advertising claims taken today (07/07/2018) follow.**

The arrows point to ongoing claims that CRP determination 2016/11/007 agreed breached the Therapeutic Goods Advertising Code.

# Complaint to TGA: Pharmicare Laboratories Nature's Way Magnesium Products



SHARE    

NATURE'S WAY, VITAMINS, BONE & MUSCLE, ENERGY & STRESS, EVERYDAY HEALTH, SPORT & FITNESS, BONE & MUSCLE, ENERGY & STRESS, EVERYDAY HEALTH, SPORT & FITNESS, PRODUCTS

## NATURE'S WAY MAGNESIUM CHELATE 100S

Magnesium Chelate is thought to be one of the most absorbable forms of magnesium for muscles, stress, relaxation and sleep. This means you can benefit greatly from just one tablet daily.

Nature's Way Magnesium Chelate provides 200mg elemental magnesium per tablet.

SKU 522953

**\$24.99**

— 1 +  ADD TO CART

<https://naturesway.com.au/nw-magnesium-chelate-100s>

OVERVIEW	DIRECTIONS	INGREDIENTS
<p>Magnesium levels in the body may be depleted due to inadequate dietary intake. Low levels of magnesium in the body have been associated with symptoms of muscle weakness, cramps, spasms and restless sleep.</p>		
<p>Nature's Way Magnesium Chelate can help::</p>		
<ul style="list-style-type: none"><li>• Relieve muscle stiffness &amp; cramps</li><li>• Relieve muscle aches &amp; pains</li><li>• Support cardiovascular health</li><li>• Relieve premenstrual symptoms such as fluid retention, bloating, and breast tenderness</li><li>• Support migraine management</li></ul>		

<https://naturesway.com.au/nw-magnesium-chelate-100s>

## Complaint to TGA: Pharmicare Laboratories Nature's Way Magnesium Products



Nature's Way High Strength Magnesium 600mg 150 Tabs

Ask a question

QUANTITY 1 ▾

**ADD TO CART**

**\$16.95**  
RRP ~~\$19.95~~  
SAVE 15%

- SHIPPING: \$9.95 OR FREE SHIPPING ON ORDERS OVER \$99 AND UNDER 3KGS
- SHIPS IN 24 HOURS. DELIVERED IN 3-4 DAYS
- 15 REWARD POINTS

<https://yourchemistshop.com.au/nature-s-way-high-strength-magnesium-600mg-150-tabs-2.html/>

DESCRIPTION | **REVIEWS**

Nature's Way High Strength Magnesium 600mg combines four different forms of magnesium with co-factors Nature's Way High Strength Magnesium helps stress, muscular cramps and spasms, relaxation and sleep. Prolonged stress, insufficient dietary intake and the use of some medicines can contribute to magnesium deficiency. Symptoms of a deficiency may include painful cramps, muscular spasms and weakness and muscular aches and pains. Nature's Way High Strength Magnesium 600mg may assist in relief from these symptoms. Cofactors, Vitamin B6 and Vitamin D3 allow for better absorption and help maintain optimum magnesium levels in the body. In addition, Vitamin D3 can help maintain muscle strength, promote strong bones and a healthy immune system.

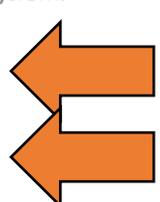
**KEY BENEFITS:**

- Muscle stiffness and cramps
- Muscular aches and pains
- Bone formation and strength
- Stress, anxiety and sleep
- Cardiovascular health
- Healthy blood pressure
- Premenstrual weight gain, bloating, breast tenderness and mood changes

**DIRECTIONS (ADULTS):**  
Take 1 daily or as recommended by your healthcare professional.

**CAUTION:** This product contains pyridoxine hydrochloride which may be dangerous when used in large amounts or for a long time.

**INGREDIENTS:** Magnesium (as oxide heavy) 500mg, Magnesium Phosphate 80mg, Magnesium Amino Acid Chelate 10mg, Magnesium Citrate 10mg (total equiv elemental magnesium 321.65mg), Pyridoxine Hydrochloride (Vit B6) 50m, Cholecalciferol (Vit D3 100IU) 2.5mcg, Manganese (as amino acid chelate) 5mg



<https://yourchemistshop.com.au/nature-s-way-high-strength-magnesium-600mg-150-tabs-2.html/>

### See also claims at:

- <https://naturesway.com.au/nw-high-strength-magnesium-150s>
- <https://chemistwarehouse.com.au/buy/77759/Nature-s-Way-Magnesium-Chelate-1000mg-100-Tablets>

## Complaint to TGA: Pharmicare Laboratories Nature's Way Magnesium Products

- <https://woolworths.com.au/shop/productdetails/642322/nature-s-way-magnesium-chelate-tablets-1000mg>
- <https://goodpricepharmacy.com.au/nature-s-way-magnesium-chelate-1000mg-100-tablets>
- <https://priceline.com.au/nature-s-way-magnesium-chelate-1000mg-100-tablets>
- <https://yourdiscountchemist.com.au/nature-s-way-magnesium-chelate-1000mg-100-tablets.html>
- <https://discountdrugstores.com.au/nature-s-way-magnesium-chelate-1000mg-100-tablets.html>
- <https://health365.com.au/nw-magnesium-chelate-100s>
- Etc.

In conclusion, I note that the recently enacted [Therapeutic Goods Information \(Outcomes of Advertising Complaints Investigations\) Specification 2018](#) that states that,

“The following specified kinds of therapeutic goods information **may** be released by the Secretary to the public under subsection 61(5C) of the Act...”.

**Regardless, I insist on an immediate response to me as to the priority allocated to this complaint, the measures taken by the TGA to achieve compliance and the final outcome.**

Sincerely,  
Ken

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Dr Ken Harvey MBBS, FRCPA, AM  
Associate Professor  
Department of Epidemiology and Preventive Medicine  
School of Public Health and Preventive Medicine

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7 July 2018

## COMPLAINTS RESOLUTION PANEL DETERMINATION

Complaint 2016-11-007 Nature's Way Magnesium Chelate

ARTG ID: AUST L 250155

Meeting held 16 March 2017

### Complaint summary^

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Complainant	Requested anonymity
Advertisers	Pharmacare Laboratories Pty Ltd
Subject matter of complaint	Print advertisement
Type of determination	Final
Sections of the Code, Regulations or Act found to have been <u>breached</u> *	Code sections 4(1)(b), 4(2)(a), 4(2)(c)
Sections of the Code, Regulations or Act found <u>not to have been breached</u> *	None
Sanctions	Withdrawal of representations Withdrawal of advertisement

\* only sections of the Code, Act, or Regulations that were part of the complaint or were raised by the Panel are listed.

### **The advertisement(s)^**

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1. The complaint concerned a print advertisement published the September 2016 edition of “Coles” magazine.
2. The advertisement included the representations “high absorption magnesium” and “helps: relieve muscular cramps & spasms; stress & relaxation; temporarily relieve headaches”.
3. An excerpt of the advertisement can be viewed in the relevant Appendix to this determination.

### **The product(s)**

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4. The advertisement promoted the product Nature’s Way Magnesium Chelate (AUST L 250155).

### **The advertiser(s)**

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5. The advertiser was the sponsor of the product, Pharmacare Laboratories Pty Ltd.

### **The complaint^**

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6. The complainant requested anonymity.
7. The complainant alleged that the advertisement breached sections 4(1)(b), 4(2)(a) and 4(2)(c) of the Code, arguing that “there is insufficient evidence to support claims that magnesium will help Muscular Cramps & Spasms, temporarily relieve headaches, or help stress and relaxation.”
8. The complainant referred the Panel to a 2012 Cochrane review related to magnesium, and quoted the review as stating: “It is unlikely that magnesium supplementation provides clinically meaningful cramp prophylaxis to older adults experiencing skeletal muscle cramps... We found no randomised controlled trials evaluating magnesium for exercise-associated muscle cramps or disease state-associated muscle cramps (for example amyotrophic lateral sclerosis/motor neuron disease)”.
9. The complainant also argued that there was not sufficient evidence to support the claim related to headaches.

### **The advertiser’s response to the complaint^**

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10. The advertiser stated that the advertisement had appeared only once.
11. The advertiser also stated that it was “of the view that [it] hold[s] the evidence for the claims in the advertisement in line with the most recent body of evidence for Magnesium, TGA Evidence Guidelines (Version 2.1, July 2014), and the TGAC-2015.”
12. The advertiser stated “the Cochrane review referred to by the Complainant involved only a small number of trials and subjects, of which almost half were pregnant. The other half of the subjects in the review were older adults who were experiencing idiopathic cramps. Therefore this review only provides a tentative conclusion in regards to the latter population groups and does not provide any definitive conclusion to the wider population. This review therefore is irrelevant to the context of use of the goods in the general healthy population.”
13. The advertiser referred the Panel to an “evidence table” which it provided, in support of each of the claims challenged by the complainant. The advertiser also argued that the “ARTG listing and

packaging clearly communicate the association between low levels of magnesium and the therapeutic claims”.

14. The advertiser provided material headed “Substantiation” which was described in the footer of each page as “confidential and remain[ing] the property of Natural Bio Pty Ltd”, and included a “substantiation table” that featured summaries of a range of items of evidence material. The advertiser also provided copies of some published material relating to magnesium.

## **Findings of the Panel**

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*what did the advertisement convey?*

15. Section 1(3) of the Code states that the Code should be interpreted with an emphasis on the object and the principles of the Code, and the total presentation and context of the advertisement. Section 3(2) of the Code states that the conformity of an advertisement with this Code should be assessed in terms of its probable impact upon the reasonable person to whom the advertisement is directed. In assessing the advertisement, the Panel was mindful not only of the particular words cited by the complainant, but of the entire context of the advertisement and its likely impact on a reasonable consumer.
16. The Panel reviewed the advertisement and was satisfied that it conveyed that by consuming the advertised product, an ordinary, healthy consumer viewing the advertisement would experience relief from muscular cramps and spasms, temporary relief of headaches, and assistance in relation to stress and relaxation.
17. The Panel noted that, although the advertiser had referred to an “association between low levels of magnesium and the therapeutic claims” in the context of the product indications and evidence material, there was nothing in the advertisement that confined the claims to a context of “low levels of magnesium”.
18. The Panel also noted that, to the extent that the advertiser relied upon the premise that the claimed benefits of the product would be available in cases of “low magnesium levels”, the advertiser’s submission was not responsive to the complaint since the advertisement did not refer to low magnesium levels and in fact implied that the product would offer the claimed benefits to consumers with any magnesium levels.

*the evidence material generally*

19. The complainant provided excerpted material from a 2012 Cochrane review dealing with magnesium supplementation and skeletal muscle cramps and also referred to the absence of other relevant material in support of the complaint.
20. The advertiser argued that the Cochrane review was not decisive as to the claims made in the advertisement and also argued that the lack of relevant Pubmed search results was not decisive as to the claims made in the advertisement.
21. The advertiser asserted that “there is good evidence that several types of muscle cramps and muscle strain are clearly associated with low levels of magnesium”, that “Low levels of magnesium in the body have been associated with symptoms of... tension headaches”, and that “low levels of magnesium in the body have been associated with symptoms of restless sleep, irritability tension and an increase in sensitivity to stress. Whilst magnesium levels in the body may be depleted by stress and other factors and an increase in sensitivity to stress”.

22. The evidence material provided by the advertiser included a “substantiation table”, some summary information, and copies of some published material. The table included summaries of various material; the authorship of the summaries was unstated.
23. A section of the advertiser’s evidence material headed “background” stated that “the additional need for Magnesium can be due to dietary and lifestyle choices, exercise, prolonged stress, poor absorption and some medications. Poor diets that are often high in refined and processed food, excessive coffee, alcohol and soft drinks, as well as chronic stress can all rob the body of Magnesium.”
24. Some of the published material consisted of several pages with no indication of whether particular passages were relied upon and no guidance for the Panel as to the relevance of the material. For example, monograph material from the text “Herbs & Natural Supplements – An evidence-based guide” included twelve pages with little or no guidance to the Panel as to which parts were relied upon; separate material did include references such as “Magnesium amino acid chelate were therefore used in this product to help strengthen and enhance absorption and utilization (Murray1996, Braun 2015)” and “the risk factors for magnesium depletion include prolonged stress. (Braun 2015)”.
25. The Panel reviewed all of the evidence material provided by both the complainant and the advertiser; it should be noted that the present determination document only summarises the primary points of the Panel’s view of the evidence material. Some material is not expressly mentioned, but was nevertheless reviewed and considered by the Panel.

*the evidence material in relation to muscular cramps and spasms*

26. The Panel reviewed the evidence material and was unable to find any material that offered substantial support for the claim about muscular cramps and spasms in the absence of magnesium deficiency. This was particularly so when the material provided by the advertiser was set against the Cochrane review to which the complainant referred the Panel.

*27. the evidence material in relation to headache relief*

28. The Panel reviewed the evidence material and noted that, while there was some material relating either to migraines or headaches (and further noting that migraines and headaches are not the same thing), it was at best ambivalent and of limited value, did not appear to relate strongly to temporary relief as claimed in the advertisement (as opposed to long-term consumption), and could not be regarded as sufficient to support claims in an advertisement directed to consumers.

*the evidence material in relation to stress and relaxation*

29. While there appeared to be some evidence that magnesium levels in the body could be affected by stress, the Panel was unable to find any support in the evidence supplied for a proposition that magnesium supplementation could help with relaxation or help with stress.

*breaches alleged*

30. Section 4(1)(b) of the Code requires that advertisements for therapeutic goods “contain correct and balanced statements only and claims which the sponsor has already verified.” Section 4(2)(a) of the Code prohibits representations that are “likely to arouse unwarranted and unrealistic expectations of product effectiveness”. Section 4(2)(c) of the Code prohibits representations that “mislead directly or by implication or through emphasis, comparisons, contrasts or omissions”.

31. In the absence of sufficient, persuasive evidence, the Panel was satisfied that the advertisement breached these provisions because of the representations about muscular cramps and spasms (made outside the context of magnesium deficiency), headaches (including temporary relief of headaches), stress and relaxation.
32. The Panel found, therefore, that these aspects of the complaint were justified.

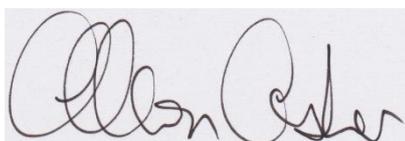
### **Sanctions**

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33. The Panel requests Pharmacare Laboratories Pty Ltd, in accordance with subregulation 42ZCAI(1) of the *Therapeutic Goods Regulations 1990*:
- a) to withdraw the advertisement from further publication;
  - b) to withdraw any representations found above to breach the Code, including that the advertised product or its ingredient(s) can offer any therapeutic benefits in connection with:
    - i) muscular cramps or spasms outside the context of magnesium deficiency;
    - ii) headaches (including temporary relief of headaches);
    - iii) stress; and,
    - iv) relaxation
  - c) to give a written undertaking not to use the representations in (b) above in any other advertisement\*;
  - d) where the representation has been provided to other parties such as retailers or website publishers, and where there is a reasonable likelihood that the representation has been published or is intended to be published by such parties, to advise those parties that the representation(s) should be withdrawn; and,
  - e) within 14 days of being notified of this request, to provide evidence to the Panel of its compliance, including a response in writing that they will comply with the Panel's sanctions, and where appropriate, supporting material such as copies of instructions to advertising agents or publishers, or correspondence with retailers and other third party advertisers.
34. The advertiser's attention is drawn to the provisions of sub-regulations 42ZCAI(3) and (4) which permit the Panel to make recommendations to the Secretary in the event of non-compliance with this request.

Dated 22 June 2017

For the Panel



Allan Asher  
Chairman

## Appendix A: Definitions and footnotes

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In this determination, unless otherwise specified:

- a) “the Act” means the Therapeutic Goods Act 1989;
- b) “the Regulations” means the Therapeutic Goods Regulations 1990;
- c) “the Code” means the Therapeutic Goods Advertising Code;
- d) “the Register” means the Australian Register of Therapeutic Goods;
- e) “any other advertisement” appearing in sub-regulation 42ZCA1(1)(d) is not confined to advertisements in specified or broadcast media (in relation to which complaints may be made to the Panel under Regulation 42ZCAB). It should be noted that HTML metatags and other information which can be retrieved by internet search engines, whether or not it is ordinarily viewed directly by consumers, constitutes advertisement material.

*^Readers of the determination should note that the sections “complaint summary”, “the advertisement(s)”, “the complaint”, and “[a party]’s response to the complaint”, are summaries that are intended to aid readers of this document. In reaching its decision, the Panel considered all of the material before it, including material that may not be mentioned specifically in the summaries. The summaries do not form part of the Panel’s reasoning.*

*\*Under regulation 42ZCA1 of the Regulations, the Panel may request that a representation not be used in any other advertisement unless the advertiser satisfies the Panel that the use of the representation would not result in a contravention of the Therapeutic Goods Act 1989, the Therapeutic Goods Regulations 1990 or the Therapeutic Goods Advertising Code. Under the Panel’s procedures, the Panel will not ordinarily give additional consideration to such a matter unless significant new material that was not available at the time of the Panel’s determination has become available, or until at least 12 months have passed since the Panel’s request was made.*

**Nature's Way**

# Nature's Way Magnesium Chelate

**NEW**

**Nature's Way**

**MAGNESIUM CHELATE 1000mg**

HIGH ABSORPTION MAGNESIUM

Helps:

- Muscular Cramps & Spasms
- Stress & Relaxation
- Relieve Headaches

100 TABLETS

Each tablet contains Magnesium alpha acid chelate 1000mg equiva. to magnesium 200mg

Always read the label. Use only as directed. If symptoms persist please see your healthcare professional.

CHC71554-05/16

CHC71555-05/16



**Australian Government**  
**Department of Health**  
 Therapeutic Goods Administration

**Public Summary**

**Summary for ARTG Entry:** 185943 Nature's Way High Strength Magnesium 600mg

**ARTG entry for** Medicine Listed  
**Sponsor** Pharmacare Laboratories Pty Ltd  
**Postal Address** PO Box 384, MONA VALE, NSW, 1660  
 Australia  
**ARTG Start Date** 27/06/2011  
**Product category** Medicine  
**Status** Active  
**Approval area** Listed Medicines

**Conditions**

Colouring agents used in listed medicine for ingestion, other than those listed for export only under section 25 of the Act, shall be only those included in the list of 'Colourings permitted in medicines for oral use'.

The sponsor shall keep records relating to this listed medicine as are necessary to: (a) Expedite recall if necessary of any batch of the listed medicine, (b) Identify the manufacturer(s) of each batch of the listed medicine. Where any part of or step in manufacture in Australia of the listed medicine is sub-contracted to a third party who is not the sponsor, copies of relevant Good Manufacturing Practice agreements relation to such manufacture shall be kept.

The sponsor shall retain records of the distribution of the listed medicine for a period of five years and shall provide the records or copies of the records to the Complementary Medicines Branch, Therapeutic Goods Administration, upon request.

The sponsor of the listed medicine must not, by any means, intentionally or recklessly advertise the medicine for an indication other than those accepted in relation to the inclusion of the medicine in the Register.

All reports of adverse reactions or similar experiences associated with the use or administration of the listed medicine shall be notified to the Head, Office of Product Review, Therapeutic Goods Administration, as soon as practicable after the sponsor of the goods becomes aware of those reports. Sponsors of listed medicines must retain records of such reports for a period of not less than 18 months from the day the Head, Office of Product Review is notified of the report or reports.

The sponsor shall not supply the listed medicine after the expiry date of the goods.

Where a listed medicine is distributed overseas as well as in Australia, product recall or any other regulatory action taken in relation to the medicine outside Australia which has or may have relevance to the quality, safety or efficacy of the goods distributed in Australia, must be notified to the National Manager Therapeutic Goods Administration, immediately the action or information is known to the sponsor.

**Products**

**1. Nature's Way High Strength Magnesium 600mg**

Product Type	Single Medicine Product	Effective date	13/09/2016
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**Permitted Indications**

No Permitted Indications included on Record

**Indication Requirements**

No Indication Requirements included on Record

**Standard Indications**

- May help to support normal blood pressure in healthy individuals.
- May assist in the maintenance of normal blood pressure in healthy individuals.

**Specific Indications**

Nature's Way High Strength Magnesium 600mg (equiv. to elemental magnesium 321.65mg)

- Muscles and Stress
- To support stress, muscular cramps and spasms, relaxation and sleep.
- High Strength support for stress, muscular cramps and spasms, relaxation and sleep.

Prolonged stress, insufficient dietary intake and the use of some medicines can contribute to magnesium deficiency. Low magnesium levels can cause muscle stiffness, twitching and cramps.

Magnesium plays a vital role in the human body. Nature's Way High Strength Magnesium 600mg combines four different forms of magnesium and two co-factors for better absorption and use in the body. Formulated to assist with:

- muscle stiffness and cramps
- muscular aches and pains
- bone formation and strength
- stress, anxiety and sleep
- cardiovascular health
- the maintenance of normal blood pressure in healthy individuals
- premenstrual weight gain, bloating, breast tenderness and mood changes
- Magnesium co-factors, vitamin B6 and Vitamin D can help promote the absorption of magnesium and sustain levels of this essential mineral in the body.

Public Summary



**Australian Government**  
**Department of Health**  
 Therapeutic Goods Administration

- In addition Vitamin D3 can help maintain muscle strength, promote strong bones and is also an important regulator of the body's cell growth and development which helps support a healthy immune and nervous system
- Can help relieve / may assist with the relief of muscular aches and cramps, twitches and some tremors
- May assist / helps energy production in every cell in the body.
- May assist/ helps healthy nerve function.
- May assist/ helps maintain normal healthy blood pressure and healthy heart function in healthy individuals
- May assist/ helps bone strength and formation
- May assist / helps the symptoms of stress, including anxiety and irritability / nervous tension.
- May assist/ helps reducing risk of formation of some kidney stones.
- May assist/ helps PMS symptoms and menstrual pain.
- May assist / helps reducing frequency and duration of some headaches and migraines
- Combines the power of 4 different types/ 4 forms of magnesium with specific cofactors/magnesium cofactors for wider range of absorption and providing superior bio-availability.
- Combined, these four forms of magnesium deliver a high strength dose of 321.65mg of elemental Magnesium in each tablet.
- The additional need for Magnesium can be due to dietary and lifestyle choices, exercise, prolonged stress or poor absorption.
- Poor diets that are often high in refined and processed food, excessive coffee, alcohol and soft drinks, as well as chronic stress can all rob the body of Magnesium.
- Low Magnesium levels - signs may include cramping muscles, restless sleep, irritability, stress or tension headaches.
- Magnesium Co-Factors supports Mg absorption and utilization / Has been formulated to include key magnesium cofactors including Vitamin B6 and Vitamin D, which play a vital role in the absorption and utilization in the body

**Warnings**

If symptoms persist consult your healthcare practitioner (or words to that effect).  
 Vitamins can only be of assistance if the dietary vitamin intake is inadequate. OR Vitamin supplements should not replace a balanced diet.

**Additional Product information**

**Pack Size/Poison information**

Pack Size	Poison Schedule
<b>Components</b>	
1. Formulation 1	
<b>Dosage Form</b>	Tablet, film coated
<b>Route of Administration</b>	Oral

**Visual Identification**

**Active Ingredients**

colecalfiferol	.0025 mg
heavy magnesium oxide	500 mg
magnesium amino acid chelate	10 mg
magnesium citrate	10 mg
magnesium phosphate pentahydrate	80 mg
Manganese amino acid chelate	40 mg
pyridoxine hydrochloride	50 mg

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Public Summary



**Australian Government**  
**Department of Health**  
 Therapeutic Goods Administration

**Public Summary**

<b>Summary for ARTG Entry:</b>	250155	Nature's Way Magnesium Chelate
<b>ARTG entry for</b>	Medicine Listed	
<b>Sponsor</b>	Pharmacare Laboratories Pty Ltd	
<b>Postal Address</b>	PO Box 384, MONA VALE, NSW, 1660 Australia	
<b>ARTG Start Date</b>	23/07/2015	
<b>Product category</b>	Medicine	
<b>Status</b>	Active	
<b>Approval area</b>	Listed Medicines	

**Conditions**

Colouring agents used in listed medicine for ingestion, other than those listed for export only under section 25 of the Act, shall be only those included in the list of 'Colourings permitted in medicines for oral use'.

The sponsor shall keep records relating to this listed medicine as are necessary to: (a) Expedite recall if necessary of any batch of the listed medicine, (b) Identify the manufacturer(s) of each batch of the listed medicine. Where any part of or step in manufacture in Australia of the listed medicine is sub-contracted to a third party who is not the sponsor, copies of relevant Good Manufacturing Practice agreements relation to such manufacture shall be kept.

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The sponsor shall not supply the listed medicine after the expiry date of the goods.

Where a listed medicine is distributed overseas as well as in Australia, product recall or any other regulatory action taken in relation to the medicine outside Australia which has or may have relevance to the quality, safety or efficacy of the goods distributed in Australia, must be notified to the National Manager Therapeutic Goods Administration, immediately the action or information is known to the sponsor.

**Products**

**1. Nature's Way Magnesium Chelate**

<b>Product Type</b>	Single Medicine Product	<b>Effective date</b>	26/08/2016
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**Permitted Indications**

No Permitted Indications included on Record

**Indication Requirements**

No Indication Requirements included on Record

**Standard Indications**

No Standard Indications included on Record

**Specific Indications**

Helps :

- Muscular Cramps & Spasms.
- Stress & Relaxation.
- Relieve Headaches.
- High Absorption Magnesium.

Magnesium level in the body may be depleted due to stress, diet and some medications. Low levels of magnesium in the body have been associated with symptoms of weakness, muscle cramps, spasms, restless sleep, irritability, tension, headaches, and an increase in sensitivity to stress. Magnesium Chelate thought to be one of the most absorbable forms of magnesium. Only one tablet can help with:

- Muscle stiffness & cramps
- Muscular aches & pains
- Stress, anxiety & sleep
- Cardiovascular health
- Premenstrual symptoms of fluid retention, bloating, breast tenderness & mood changes.
- May helps reduce the frequency of migraines and support migraine management.

**Warnings**

If symptoms persist consult your healthcare practitioner (or words to that effect).

Public Summary



**Australian Government**  
**Department of Health**  
Therapeutic Goods Administration

**Additional Product information**

**Pack Size/Poison information**

Pack Size	Poison Schedule
<b>Components</b>	
1. Formulation 1	
Dosage Form	Tablet, film coated
Route of Administration	Oral
Visual Identification	
<b>Active Ingredients</b>	
magnesium amino acid chelate	1000 mg

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Public Summary