

Complaint to TGA – Blackmores Active Magnesium

Product and Sponsor

Product name: Blackmores Active Magnesium

Sponsor: Blackmores Ltd

Address: PO Box 1725, WARRIEWOOD, NSW, 2102 Australia

ARTG no: 312142

Product Ingredients:

- ascorbic acid 50 mg/g
- calcium citrate tetrahydrate 97.561 mg/g Equivalent: calcium 20.488 mg/g
- calcium pantothenate 4 mg/g Equivalent: pantothenic acid 3.664 mg/g Equivalent: calcium .336 mg/g
- chromium picolinate .04 mg/g Equivalent: chromium 4.9 microgram/g
- colecalfiferol .002 mg/g
- cyanocobalamin .01 mg/g
- **Eleutherococcus senticosus 26.667 mg/g Equivalent: Eleutherococcus senticosus 400 mg/g**
- folic acid .04 mg/g
- magnesium citrate 408.276 mg/g Equivalent: magnesium 59.2 mg/g
- magnesium glycinate dihydrate 43.243 mg/g Equivalent: magnesium 4.8 mg/g
- nicotinamide 5 mg/g
- pyridoxine hydrochloride 10 mg/g Equivalent: pyridoxine 8.2 mg/g
- riboflavin 1 mg/g
- thiamine nitrate 3 mg/g Equivalent: thiamine 2.432 mg/g

Permitted Indications

- Maintain/support energy levels when dietary intake is inadequate
- Maintain/support general health and wellbeing
- Maintain/support cardiovascular system health
- Maintain/support healthy cardiovascular system function
- Maintain/support heart health
- Decrease/reduce/relieve muscle cramps when dietary intake is inadequate
- Helps decrease/reduce/relieve mild muscle spasms/twitches when dietary intake is inadequate
- **Maintain/support healthy muscle contraction function**
- Decrease/reduce/relieve muscle tension/stiffness when dietary intake is inadequate
- **Maintain/support muscle performance/endurance/stamina**
- **Aid/assist/helps post exercise recovery.**

Advertisement type:

Internet – Web site

Accessed on:

28 August 2020

URL(s) listed (screen shots appended)

- <https://www.blackmores.com.au/products/active-magnesium>
- <https://www.chemistwarehouse.com.au/buy/91131/blackmores-active-magnesium-400g-powder>
- <https://www.evelynfaye.com.au/blackmores-active-magnesium.html>
- <https://www.australianvitamins.com/product/blackmores-vitamins-magnesium-powder>

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- <https://www.priceline.com.au/blackmores-active-magnesium-200-g>
- Etc.

Complaint Summary

Blackmores claim that the addition of *Eleutherococcus senticosus* to this product supports muscle endurance and aids post exercise recovery.

I am unaware of any relevant scientific evidence to support this claim which I allege is in breach of s. 9(a) & (b) of the Therapeutic Goods Advertising Code (No.2) 2018. These advertising claims and ARTG Public Summary Indications must be corrected.

Complaint details

Eleutherococcus senticosus, (Ciwujia in Chinese), is a widely used traditional Chinese herb that, in the theory of Traditional Chinese Medicine, invigorates qi, strengthens the spleen, and nourishes the kidney.¹ It is also called Siberian Ginseng.

The Natural Medicines database on *Eleutherococcus senticosus* (eleuthero) states:²

INSUFFICIENT RELIABLE EVIDENCE to RATE

Athletic performance. Studies on the effects of eleuthero for improving athletic performance are conflicting. A specific eleuthero root liquid extract, standardized to eleutherosides B and E content, taken as 3.4 mL daily, does not affect endurance, performance, or psychological, cardiac, or respiratory parameters in trained distance runners (7522,7593). Also, taking eleuthero 1 gram daily for 6 weeks does not improve strength or respiration in athletes when compared with placebo (75025). In trained endurance cyclists, eleuthero 1200 mg daily (Endurox) does not seem to have any effect on glycogen, fat utilization, or cycling performance time (2335). Also, taking eleuthero (Endurox) 800 mg daily does not seem to improve respiration, reduce lactate production, or hasten heart rate recovery during stair-stepping exercise, treadmill, or cyclic ergometry (7600,7601,8994,75024). However, in one clinical study, taking a specific powdered eleuthero product 400 mg twice daily for 8 weeks increased cycling endurance time by 23% and maximal oxygen consumption by 12%. This product was standardized to contain eleutheroside B 0.11% and eleutheroside E 0.12% (17186).

The major active constituents of herbal ingredients vary depending on how they are grown, harvested, and extracted. Extracts need to be standardised and different extracts are not comparable; one of the reasons for varied clinical trial results.

Blackmores provide no evidence that their preparation of *Eleutherococcus senticosus* is the same as that used by Kuo et al (17186) or is standardised to contain eleutheroside B 0.11% and eleutheroside E 0.12%.

I submit there is no relevant scientific evidence to support this claim which is in breach of s. 9(a) & (b) of the Therapeutic Goods Advertising Code (No.2) 2018. These advertising claims and ARTG Public Summary Indications must be corrected.

¹ <https://pubmed.ncbi.nlm.nih.gov/21434569/>

² <https://naturalmedicines.therapeuticresearch.com/databases/food,-herbs-supplements/professional.aspx?productid=985>

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Signed and dated

Dr Ken Harvey MB BS, FRCPA, AM
Associate Professor
Public Health and Preventive Medicine
Monash University
28 August 2020

Appendix (Screen shots with offending claims highlighted & arrowed)

Overview

Blackmores Active Magnesium provides a high dose, rapidly absorbed magnesium complex in the form of MagAbsorb+™ which, helps to reduce muscle cramps, tension and stiffness* and supports healthy cardiovascular system function.

This easy-to-take powder also contains ginseng to help support muscle endurance and aid post exercise recovery, and vitamins C, B12 and folic acid to help support energy levels.*

* when dietary intake is inadequate

Why use

- High strength, rapid absorption
- Helps relieve muscle cramps, tension and stiffness when dietary intake is inadequate
- Added ginseng helps support muscle endurance and aids post exercise recovery
- Vitamins C, B12 and folic acid help support energy levels when dietary intake is inadequate
- No artificial colours, flavours or sweeteners
- Natural Lemon / Lime Flavour
- One a day dose

<https://www.blackmores.com.au/products/active-magnesium>

[Home](#) / [Health](#) / [Vitamins](#) / [Blackmores](#) / [Blackmores Arthritis, Joint, Bone & Muscle](#)



Blackmores Active Magnesium 400g Powder

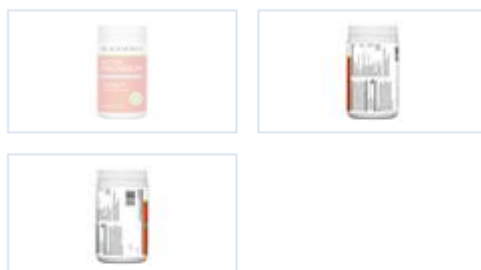
Product ID: 2683925

★★★★★ 3.9 (7) [Write a review](#)

\$44.99


\$15.00 Off RRP

Don't Pay RRP: \$59.99



QTY
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 **ADD TO CART**

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THIS PRODUCT MAY NOT BE RIGHT FOR YOU. ALWAYS READ THE LABEL, WARNINGS AND INSTRUCTIONS FOR USE, BEFORE PURCHASE. VITAMIN AND MINERAL SUPPLEMENTS SHOULD NOT REPLACE A BALANCED DIET.

Blackmores is currently undergoing a package refresh. Please [click here](#) for more information.


General Information

High dose, rapidly absorbed magnesium powder helps reduce muscle cramps, tension and stiffness, supports energy levels and muscle performance when dietary intake is inadequate, with a natural lemon & lime flavour.

Blackmores Active Magnesium is an easy to take powder which contains two highly absorbed and bioavailable forms of magnesium, in the form of MagAbsorb+™, Active Magnesium helps to reduce muscle cramps, tension and stiffness when dietary intake is inadequate and supports healthy cardiovascular system function. Added ginseng helps support muscle endurance and aids post exercise recovery and vitamins C, B12 and folic acid help support energy levels, when dietary intake is inadequate. The one-a-day dose has a natural lemon & lime flavour with no artificial colours, flavours or sweeteners.

<https://www.chemistwarehouse.com.au/buy/91131/blackmores-active-magnesium-400g-powder>

Complaint to TGA – Blackmores Active Magnesium

Blackmores Active Magnesium provides a high dose, rapidly absorbed magnesium complex in the form of MagAbsorb+® which, helps to reduce muscle cramps, tension and stiffness* and supports healthy cardiovascular system function. 

This easy-to-take powder also contains ginseng to help support muscle endurance and aid post exercise recovery, and vitamins C, B12 and folic acid to help support energy levels.*

* *When dietary intake is inadequate.*

Why use

- High strength, rapid absorption
- Helps relieve muscle cramps, tension and stiffness when dietary intake is inadequate
- Added ginseng helps support muscle endurance and aids post exercise recovery
- Vitamins C, B12 and folic acid help support energy levels when dietary intake is inadequate
- No artificial colours, flavours or sweeteners
- Natural Lemon / Lime Flavour
- One a day dose

<https://www.evelynfaye.com.au/blackmores-active-magnesium.html>

Blackmores Active Magnesium Powder

Blackmores Active Magnesium provides a high dose, rapidly absorbed magnesium complex in the form of MagAbsorb+® which, helps to reduce muscle cramps, tension and stiffness* and supports healthy cardiovascular system function.

This easy-to-take powder also contains ginseng to help support muscle endurance and aid post exercise recovery, and vitamins C, B12 and folic acid to help support energy levels.

Why use

- High strength, rapid absorption
- Helps relieve muscle cramps, tension and stiffness when dietary intake is inadequate
- Added ginseng helps support muscle endurance and aids post exercise recovery
- Vitamins C, B12 and folic acid help support energy levels when dietary intake is inadequate
- No artificial colours, flavours or sweeteners
- Natural Lemon / Lime Flavour
- One a day dose

<https://www.australianvitamins.com/product/blackmores-vitamins-magnesium-powder>

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CLICK ON IMAGE TO ZOOM

BLACKMORES Active Magnesium 200 g

Be the first to [review](#) this product

SKU: 45467

\$39.99

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ADD TO WISHLIST

MagAbsorb+™ is exclusive to Blackmores and contains 320 mg of elemental magnesium from two highly absorbed forms of magnesium.

This medicine may not be right for you. Read the warnings before purchase. Follow the directions for use. If symptoms persist, talk to your health professional. Refer to Warnings and Disclaimers below for health warnings.

Vitamins and supplements may be of assistance if dietary intake is inadequate.

More Product Information

This easy to take powder contains two highly absorbed and bioavailable forms of magnesium, in the form of MagAbsorb+™, plus ginseng and vitamins to help relieve muscle cramps*, support energy levels and assist with post exercise recovery.

*When dietary intake is inadequate.

High strength.

Rapid absorption.

Helps relieve muscle cramps, tension and stiffness when dietary intake is inadequate.

Added Ginseng helps support muscle endurance and aids post exercise recovery.

Vitamin C, B12 and folic acid help support energy levels when dietary intake is inadequate.

No artificial colours, flavours or sweeteners.

Lemon/lime flavour.

Once a day dose.

Exclusively contains MagAbsorb+ two highly absorbed and bioavailable forms of magnesium.

<https://www.priceline.com.au/blackmores-active-magnesium-200-g>