

Alternative Health Services and Supplies

Business Sourcing Guide

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Canada / British Columbia Business Service Society

601 West Cordova Street Vancouver BC V6B 1G1

Phone: 604-775-5525 In BC: 1- 800- 667-2272 Fax: 604-775-5520

<http://www.smallbusinessbc.ca>

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**Alternative Health
Services and
Supplies**

Regulatory / Legal

Basics for Getting Started

There are some basic regulatory requirements that are likely to affect you, when starting your business. These include registering your business name, obtaining a business license and paying taxes.

For more information on basic regulatory requirements, visit the Canada / BC Business Service Society's web site at:

<http://smallbusinessbc.ca/workshop/basics.php>

Acts and Regulations

The following is meant solely to help you understand the main features of primary regulations governing this activity, and is not meant to provide a legal interpretation.

Food and Drugs Act and Regulations

A “drug” is defined in the Food and Drugs Act to include any substance or mixture of substances manufactured, sold or represented for use in: the diagnosis, treatment, mitigation or prevention of disease, disorder or abnormal physical state, or the symptoms thereof, in human or animal; restoring, correcting, or modifying organic functions in human or animal; or disinfection in premises in which food is manufactured, prepared or kept.

The Food and Drugs Act and Regulations set requirements for the production and sale of food and drug products. The act governs the manufacturing, producing, marketing, labelling, importing and exporting of foods and drugs. The act contains provisions for inspection and enforcement, and contravention of the act can result in fines and imprisonment.

For more information:

<http://www.cbsc.org/bc/search/display.cfm?Code=2348&collection=Regulation>

Therapeutic Products Directorate (TPD)

Health Canada's Therapeutic Products Directorate is the Canadian federal authority that regulates pharmaceutical drugs and medical devices for human use. Prior to being given market authorization, a manufacturer must present substantive scientific evidence of a product's safety, efficacy and quality as required by the Food and Drugs Act and Regulations.

Acts and Regulations

Food and Drugs Regulations

Bureau of Food Regulatory,
International & Interagency
Affairs
Food Directorate
Health Canada
Building #7, Tunney's Pasture
(PL 0702C1)
Ottawa, ON K1A 0L2
Tel (613) 957-1316
Fax (613) 941-3537
http://www.hc-sc.gc.ca/food-aliment/friia-raaii/food_drugs-aliments_drogues/act-loi/e_index.html

Therapeutic Products Directorate

Health Canada
<http://www.hc-sc.gc.ca/hpfb-dgpsa/tpd-dpt/>

Regulatory / Legal continued

Naturopaths Act

Naturopathic Medicine (nature of the pathos - disease) treats the underlying nature or cause of the disease; the art of healing by supporting the natural healing processes of the patient; the removal of any impediment to the healing process; the prevention, diagnosis and treatment of physical and mental diseases, disorders and conditions; and the promotion of good health using not only natural methods but methods that support and enhance a patient's overall health.

The College of Naturopathic Physicians of British Columbia, established under this Act, governs naturopathic physicians according to the Act and the rules outlined in it. The College is responsible for establishing, monitoring and enforcing standards of education and qualifications for registration of naturopathic physicians. Standards of practice are enforced by the College to ensure the quality of practice and to reduce the likelihood of incompetent, impaired or unethical practice. The College acts in the public interest to ensure the highest quality of Naturopathic care.

To be registered under this Act and to practice naturopathy within the Province, an applicant must be at least 19 years of age, of good moral character and a graduate of an accredited school of naturopathic medicine. In addition, the applicant must pass examinations, administered by the Board of Naturopathic Physicians.

Naturopaths Act

College of Naturopathic
Physicians of BC
1698 W.6th Avenue
Vancouver, BC, V6J 5G4
Tel: (604) 688-8236
Fax: (604) 688-8476
Email: office@cnpbc.bc.ca
<http://www.cnpbc.bc.ca>

Funding / Financing

Financing Your Business

Small business financing can involve several types of financing. Examples are short-term debt, long-term debt and equity financing.

For more information on types of financing, visit the Canada/BC Business Service Society's web site at:

<http://smallbusinessbc.ca/workshop/finance.php>

Sources of Financing

Community Futures Development Corporations (CFDC)

Community Futures Development Corporations provide rural businesses with loans to assist expansion, or to help entrepreneurs create new businesses. Loan amounts are up to \$125,000.

Canada Small Business Financing Program (CSBF)

The Canada Small Business Financing Program was created to help small businesses reach their potential by making it easier for them to get term business improvement loans to finance the purchase or improvement of fixed assets, for new or expanded operations. Administered under the Canada Small Business Financing Act (CSBFA), the program is a joint initiative between the Government of Canada and private-sector lenders.

Business Development Bank of Canada (BDC)

The Business Development Bank of Canada (BDC) is Canada's small business bank. BDC plays a leadership role in delivering timely and relevant financial and management services, with a particular focus on the emerging and exporting sectors of the economy. BDC is dedicated to helping create and develop Canadian small and medium-sized businesses.

Overview of Government Financial Programs

The Overview is the Canada/BC Business Service Society's publication that lists government assistance programs and services for small business. Both federal and provincial government programs are listed.

Not meant to be comprehensive list of all business assistance programs, the Overview is a collection of the more popular programs that are more readily available to the small business owner.

Sources of Financing

To find the nearest Community Futures Development office in BC, check:

<http://www.communityfutures.ca/provincial/bc/locations/>

or call

Canada/BC Business Service Society

Toll-free: 1-800-667-2272

Canada Small Business Financing Program

For further information on the CSBFA, contact the Lender of your choice or view the Web Site at:

<http://strategis.ic.gc.ca/csbfa>

Business Development Bank of Canada

Toll Free: 1-888-INFO BDC

for a local branch check:

<http://www.bdc.ca>

Overview of Government Financial Programs

<http://smallbusinessbc.ca/pdf/overview.pdf>

Financing Search

To search for all financing programs in the Business Service Society database:

<http://smallbusinessbc.ca/financing/index.php>

(enter a keyword in the search bar or leave blank)

How-To / Educational

All publications listed in this document are available, on reference, in the C/BC BSS Business Start-Up Library.

How-To Publications

Business Manual: Herb Farming

This guide quotes financial information and operational data derived from actual business cases. The business manual provides a wide range of information related to starting a consulting business, such as: market/location, record keeping and taxes, financial management, advertising and promotion, operations and much more.

Small Business Profiles: A Guide to Today's Top Opportunities for Entrepreneurs (vol. 1)

These publications present targeted start-up advice for a wide assortment of business opportunities. The types of businesses included in the series run the gamut from animal breeding business to clothing consignment shop to health food store. Entries cover crucial aspects of business start-up, such as costs and expected profits, marketing and advertising, particulars of the industry, site considerations, facility layout, equipment and supplies, required licenses, etc...Also suggests numerous possibilities for obtaining more information and needed resources.

Health Care Co-operatives Start Up Guide

This reference guide comprises three sections. The first two are for development resource persons and proponents of co-operative projects. The third and final section is aimed primarily at those who have made the decision to start up a health care co-operative. It contains the seven steps in the process of starting up a co-operative and the factors to be considered in drawing up a good business plan as well as a list of resources available within the co-operatives network.

How-To Publications

Business Manual: Herb Farming

Publisher: Entrepreneurship
Institute of Canada
Toll-free: 1-800-665-4497
<http://www.entinst.ca>

Small Business Profiles (vol. 1)

Publisher: Gale Research
ISBN: 0-8103-9178-3

Health Care Co-operatives Start Up Guide

<http://www.agr.gc.ca/policy/coop/health/cover.html>

How-To / Educational continued

Marketing Publications

Effective marketing is critical to the success of any business. The publications listed in this section are excellent tools to assist you in developing a sound marketing plan for your small business and can significantly improve your chances for success.

The Complete Idiot's Guide to Marketing Basics

The Complete Idiot's Guide to Marketing Basics tells you what you need to know about positioning and marketing your product. It provides step-by-step instruction on putting together a promotion plan, information on managing a sales force and steps for matching your product or service with the customers who need it.

Marketing for the Self-Employed

Marketing puts you in contact with the people who want to buy your products and services. If you can reach these customers effectively, you can ensure the success of your business. Yet many self-employed people never master the art of marketing. You will learn how to do it here from someone who's done it himself. Topics include: effective marketing, tools and tactics and time and money management.

How to Market a Product for Under \$500!

A guide to taking advantage of low cost or free marketing techniques, it includes information on putting together a marketing plan, writing press releases, and more effective placements of advertising.

Marketing on a Budget

This book explains ways to save money on buying in marketing information or expertise, but it also demonstrates many of the skills that companies with higher budgets would farm out. It is full of anecdotes and examples which draw on the experience of people who have achieved success through low budget marketing themselves.

Marketing Publications

The Complete Idiot's guide to Marketing Basics

Published By: Alpha Books
ISBN: 0-02-861490-9

Marketing for the Self-Employed

Publisher: Prima Publishing
ISBN: 0-7615-0592-X
<http://www.primapublishing.com>

How to Market a Product for Under \$500!

Publisher: Danielle Adams Publishing
ISBN: 0-9642879-2-7

Marketing on a Budget

Publisher: International Thomson Business Press
ISBN: 1-86152-146-4

*How-To / Educational continued****Global Marketing for the Digital Age***

This publication explains how to develop a global marketing program that uses digital and online technology. Included in the guide are step-by-step instructions on how to expand a business into foreign markets using databases, e-mail, the web, call centers, prepaid calling cards, internet telephony, online networks, push channels etc.

Training Programs***Academy of Classical Oriental Sciences***

The Academy of Classical Oriental Sciences offers a four-year full-time diploma program in Traditional Chinese Medicine. The ACOS re-integrates TCM as taught in the Peoples' Republic with a pre-cultural revolution, 400-year-old family tradition. The program includes the acquisition of the language, which deepens the ability to understand and research TCM in its original worldview, and opens the possibility of further study in China. All components of TCM are covered, including acupuncture, moxibustion, tuina (massage), qigong/daoyin, diet/nutrition, herbology, mental-emotional therapy and counselling, history/philosophy and complete medical theory.

Canadian Acupressure Institute Inc.

The goal of the Canadian Acupressure Institute Inc. (CAII) is to develop high quality, professional health practitioners. The CAII offers full-time programs in Jin Shin Do Acupressure and Shaitso commencing in September for eight months. By the time they graduate they will feel empowered and confident to offer their services to the public and to work effectively with a wide range of presenting symptoms and issues. Upon completion of either program, graduates will receive a Diploma of Acupressure. Financial assistance may be available for eligible students.

Global Marketing for the Digital Age

Publisher: Harper Business
ISBN: 0-00-255740-1

Training Programs***Academy of Classical Oriental Sciences***

303 Vernon Street
Nelson, BC, V1L 4E3
Toll-free: 1-888-333-8868
Tel: (250) 352-5887
Fax: (250) 352-3458
<http://www.acos.org>

Canadian Acupressure Institute Inc.

301 - 733 Johnson Street
Victoria, BC, V8W 3C7
Toll-free: 1-877-909-2244
Tel: (250) 388-7475
Fax: (250) 388-7498
<http://acupressureshiatsuschool.com>

How-To / Educational continued

Dominion Herbal College

Dominion Herbal College offers ten different programs through classrooms in both Vancouver, BC, and Toronto, ONT, and through self-paced home study. Courses offered include Chartered Herbalist, Clinical Herbal Therapy for Physicians, Master Herbalist, and Clinical Aromatherapy - Continuing Education, Clinical Herbal Therapy (3 years full time), Clinical Herbal Therapy (4 years tutorial), Monthly Workshops, Herb Farm Practicum and Annual Herbal Summer Seminar.

The mission of the Dominion Herbal is to encourage the promotion of health, the prevention of disease, and the easing of suffering by offering knowledge and experience in the use of safe and effective herbal remedies.

International College of Traditional Chinese Medicine

The International College of Traditional Chinese Medicine of Vancouver (ICTCMV) is an independent Canadian College registered with and accredited by the Private Post Secondary Education commission of BC. Currently the College offers the following programs in both English and Chinese language: Diploma program leads to Doctor of Traditional Chinese Medicine (4 year full time study); Diploma program leads to Licensed Acupuncturist (3 year full time study); Diploma program leads to Licensed Chinese Herbalist (3 year full time study); Continued education for Licensed Acupuncturists

Nature's Way Herbal Health Institute

Throughout this program the art of herbalism, tips on running your own consulting business, terminology, emotional healing, the tools of iridology, constitutional analysis, and traditional and historical remedies on how the natives healed their people will be taught. The program is designed for the individual with "alternative health care" in mind. Graduates from this program are earning their living in a consulting business, shops, offices; others work in health food stores and many herbalists are retail sellers, sales representatives and growers. Registered with the Private Post Secondary Education and the Canadian Herbalist Association of BC and Canada.

Shang Hai TCM College of BC Canada

The inventor and holder of the Magnetic Acupressure Self-Treatment Manual Device patent in the United States and the People's Republic of China is Dr. Sky Liu, Dean of Shang Hai Acupuncture College. He has a lifetime of experience, and was trained in Shang Hai. Program offerings include three and four year diploma programs in Acupuncture, Moxibustion, Herbology, Acupressure and Clinical practice.

Dominion Herbal College

7527 Kingsway
Burnaby, BC, V3N 3C1
Tel: (604) 526-8835
Fax: (604) 526-1561
<http://www.dominionherbal.com/>

***International College of
Traditional Chinese Medicine***

201 - 1508 West Broadway
Vancouver, BC, V6J 1W8
Tel: (604) 731-2926
Fax: (604) 731-2964
<http://www.tcmcollege.com>

***Nature's Way Herbal Health
Institute***

2486 Hwy. 6
Lumby, BC, V0E 2G1
Tel: (250) 547-2281
Fax: (250) 547-8911
<http://www.herbalistprograms.com>

***Shang Hai Acupuncture College
of BC Canada***

212 - 4885 Kingsway
Burnaby, BC, V5H 4T2
Tel: (604) 430-5838
Fax: (604) 430-5878
<http://www.acupuncture-college.com>

*How-To / Educational continued****West Coast College of Massage Therapy***

The college employs some of the most highly qualified instructors in the field of massage therapy today. The college vision is to nurture future complementary health care practitioners. The college aspires to the mission statement of becoming the premier educational provider of complementary health care in North America.

Contacts / Directories

Business Associations***College of Naturopathic Physicians of BC***

The College of Naturopathic Physicians of BC establishes, monitors, and enforces education standards and registration qualifications of naturopathic physicians. Standards of practice are enforced by the College to reduce the likelihood of incompetent, impaired or unethical practice.

The College was established under the Health Professionals Act, and governs naturopathic physicians according to the Act. To be registered under this Act and to practice naturopathic medicine within the Province, an applicant must be at least 19 years of age, of good moral character, a graduate of an approved naturopathic college, and pass naturopathic board examinations. (NPLEX)

British Columbia Acupressure Therapists' Association

The British Columbia Acupressure Therapists' Association (BCATA) is a professional association of acupressure instructors, practitioners and students. The Association maintains ethical standards, facilitates member networking, and promotes legislations that support acupressure professions.

The Association's purpose is to: increase the public's awareness of acupressure; maintain high ethical standards within the acupressure profession; facilitate the exchange of knowledge and support among members; promote the establishment of laws and codes that recognize and support the acupressure professions; and actively oppose legislation that is not in accordance with the above.

West Coast College of Massage Therapy

New Westminster Campus:
613 Columbia Street,
New Westminster, BC

V3M 1A7

Toll-free: 1-888-449-2242

Tel: (604) 520-1844 ext. 232

Fax: (604) 520-1831

<http://www.wccmt.edu>

Victoria Campus:

#101-637 Bay Street,

Victoria, BC, V8T 5L2

Tel: (250) 381-9800

Fax : (250) 381-9801

<http://www.wccmt.edu>

Business Associations***Association of Naturopathic Physicians of BC***

College of Naturopathic
Physicians of BC

1698 W.6th Avenue

Vancouver, BC, V6J 5G4

Tel: (604) 688-8236

Fax: (604) 688-8476

<http://www.cnpbc.bc.ca>

British Columbia Acupressure Therapists' Association

Box 8143

Victoria, BC, V8W 3R8

Tel: (250) 704-2888

<http://www.acupressurebc.org/>

Contacts / Directories continued

BC Naturopathic Association

The BC Naturopathic Association (BCNA) offers patient referrals to a Naturopathic Physician anywhere in British Columbia. Student information is available for people interested in becoming Naturopathic Physicians.

Canadian Health Food Association

The Canadian Health Food Association (CHFA) is Canada's largest natural health products trade association. It represents the majority of retailers, as well as manufacturers, importers and distributors whose primary business is in natural health products.

Chinese Medicine and Acupuncture Association of Canada

The Chinese Medicine and Acupuncture Association of Canada's (CMAAC) unites practitioners of Eastern and Western medicine, and establishes high standards of education and training. The Association was established to lobby government for regulation of traditional Chinese medicine and acupuncture.

Health Action Network Society

The Health Action Network Society (HANS) provides practical information on services, therapies, and resources available in alternative health, as well as environmental considerations that impact health. The Society maintains resources providing comprehensive collections of independent alternative health information in Canada.

Reflexology Association of Canada

The Reflexology Association of Canada (RAC) sets reflexology standards, develops a referral network, and advances quality training, examination, and certification.

The Association also sets and maintains high standards among practicing reflexologists, advances quality training, examination, and certification, shares information, develops an effective referral system and network across Canada.

BC Naturopathic Association

2238 Pine Street
Vancouver, BC, V6J 5G4
Tel: (604) 736-6646
Fax: (604) 736-6048
<http://www.bcna.ca>

Canadian Health Food Association

205 - 550 Alden Road
Markham, ON, L3R 6A8
Tel: (905) 479-6939
Fax: (905) 479-1516
Toll Free: 1-800-661-4510
<http://www.chfa.ca>

Chinese Medicine and Acupuncture Association of Canada

154 Wellington Street
London, ON, N6B 2K8
Tel: (519) 642-1970
Fax: (519) 642-2932
<http://www.cmaac.ca>

Health Action Network Society

202 - 5262 Rumble Street
Burnaby, BC, V5J 2B6
Toll-free: 1-888-432-4267
Tel: (604) 435-0512
Fax: (604) 435-1561
<http://www.hans.org>

Reflexology Association of Canada

P.O. Box 1605, Station Main
Winnipeg, MB, R3C 2Z6
Toll-free: 1-877-722-3338
Fax: (204) 477-4955
www.reflexologycanada.ca

Contacts / Directories continued

Directories and Magazines

Health Products Business (online)

This periodical covers the health products business, including nutraceuticals, supplements, herbs, remedies, personal care items, and food and beverages sold in health and natural food stores and other outlets. A buyers' guide is included on the site.

Natural Health Products Canada - Industry & Suppliers Guide

A directory of natural health products in Canada arranged by 1/ manufacturers, developers, researchers and distributors; 2/ Growers and wildcrafters; 3/ -Suppliers, services, brokers, retail groups and associations.

Pharma, BioPharma & Nutraceuticals Canada –Industry & Suppliers Guide

Short and full profiles on PB & N organizations, commentary articles on a variety of aspects relating to the industry, indexes on suppliers and services. This edition identifies some 472 pharma, biopharma and nutraceutical groups in Canada. Criteria for inclusion in the PB&N community include manufacturing, research, product development, contract services or distribution and marketing. This edition includes an index by therapeutic area.

Websites

There are a number of websites dealing with alternative health and medicine. Here are a few examples which may prove useful.

Directories and Magazines

Health Products Business

Publisher: Cygnus Publishing Inc.

<http://www.healthproductsbusiness.com>

Natural Health Products – Canada - Industry & Suppliers Guide

Publisher: Contact Canada

ISBN: 0-9688240-7-2

http://contactcanada.com/natural_health

Pharma, BioPharma & Nutraceuticals Canada - Industry & Suppliers Guide

Publisher: Contact Canada

<http://contactcanada.com/pharma>

Websites

www.all-natural.com

www.seekwellness.com

www.nccam.nih.gov

www.alternativemedicine.com

www.alternative-therapies.com

www.canadian-health-network.ca

Market Data / Statistics

Sales Forecasting

Sales forecasting is the process of organizing and analyzing information in a way that makes it possible to estimate what your sales will be.

For more information on sales forecasting, visit the Canada/BC Business Service Society's web site at:

<http://smallbusinessbc.ca/workshop/salefore.php>

Sources of Market Data

Performance Plus

Performance Plus is an on-line performance benchmarking tool. It provides detailed financial and employment data on more than 600 business sectors across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up against their competitors.

National Population Health Survey

This is a comprehensive survey designed to measure the health status of Canadians and to expand knowledge of the determinants of health. The survey provides information on perceived health, chronic conditions, injuries, depression, smoking, alcohol consumption, physical activity, consultation with medical professionals, use of medications and use of alternative medicines, along with demographic and socio-economic details. A special component of the program is a survey designed for people living in health-care institutions, including hospitals, nursing homes and residential facilities for persons with disabilities.

Sources of Market Data

Performance Plus

Industry Canada

<http://sme.ic.gc.ca>

or C/BC BSS Stats Consultant

Tel: (604) 775-5699

or Statistics Canada

Toll-free: 1-800-263-1136

National Population Health Survey

Advisory Services

Statistics Canada

600-300 West Georgia St.

Vancouver, BC, V6B 6C7

Toll-free: 1-800-263-1136

Tel: (604) 666-3691

Fax: (604) 666-4863

<http://www.statcan.ca/english/fr/epub/82F0068XIE/free.htm>

