

Sponsor Spotlight Questions: Osborne Health Supplies

Rick Hay

What is your role at your organisation and how do you support practitioners /or the industry?

I am the Manager of our Western Australian operations.

We support practitioners with research, training, and business advice - keeping them updated on new products and global trends. We also give advice on marketing, including how to make the most of social media opportunities.

In addition to personalised meetings, we arrange morning teas, lunches and get togethers for practitioners so they can have a less formal catch up with peers.

How did you get into your area of expertise and why do you stay?

I started out as a Practitioner and then worked as the General Manager of a nutraceutical company before moving into product formulation and lecturing. I also worked in the media for many years.

My current role allows me to use my skill set, gained from working in many different areas of natural medicine.

What has been the main focus or outcomes of your brands' work over the past year?

To continue to educate our practitioners and retailers on trending and innovative products. We've also tried to create a sense of community for our client base through events and marketing/ social media offerings.

How has your field changed in the past 5 years? What new areas are emerging?

There's been an increased interest in immune and nervous system support and related ingredients and formulations.

There's also more consumer interest in media trends such as nootropics, adaptogens, botanicals and health hacks.

The market today is now influenced more broadly with the emergence of different Apps, social media etc

There certainly has been more interest in eco and sustainable choices.

What do you predict will happen in the next 5 to 10 years in your brand's particular field(s) of expertise?

New technology options will deliver both opportunities and challenges. How the internet develops will greatly influence how we deliver our education and information for example. We will need to be across all options to ensure that we deliver our education and research with continued integrity.

All platforms including AI options need thorough examination before participation.

Overall, I believe consumers will be looking more and more towards natural, eco and sustainable products. There will be more need for carbon neutrality.

I think that interest in natural medicine will continue to grow and therefore I expect the next five years to be a busy and productive time for our industry. Natural medicine will be even more mainstream.

What is the one-way you believe natural medicine practitioners, can make a difference for their clients?

I believe they make a difference by simply following naturopathic principles. Treating someone holistically always makes a positive difference.

Fun fact for the readers:

Tell us who inspires you/or who your professional idol is and why?

I was lucky enough to work with Dr Robert Buist in the early part of my naturopathic career. He has qualifications in both natural medicine and biochemistry and is a great presenter. I learnt so much by working alongside him and attending many of his seminars. He also introduced me to the philosophy of Eckhart Tolle which taught to me the importance of gratitude and of trying to live in the moment as best we can.

I am also impressed by anyone who is encouraging people to increase plant-based options in their diet.

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