



Brauer. Your Body's Choice.



Brauer believes that good health is about listening to your body and using its own wisdom to feel your vital best every day

WELCOME

STRATEGY



BRAUER STAYS TRUE TO THE VISION AND PASSION OF THEIR ORIGINAL FOUNDER WARREN BRAUER, BY COMBINING THE TRADITION OF NATURAL MEDICINES WITH MODERN SCIENCE AND TECHNICAL EXCELLENCE

RESOURCE

Brauer Natural Medicine is recognised as an Australasian leader in homeopathic medicine, with over 80% market share of the retail market.

As Australia's leading homeopathic company, Brauer is expanding into the broader natural market to provide a more comprehensive health and wellness solution and become one of Australia's leading natural health and wellness companies.

DISTRIBUTION

TOP 10

Brauer's leadership in natural medicine and opportunities for growth are based on:

History and credibility developed from over 40 years of empowering Australians with trusted natural health solutions.

Wellness as one of the top 10 worldwide trends: 79% of the Australian adult population are currently open to using natural medicine.

An increasingly sophisticated and involved health consumer. Brauer makes it their business to understand and deliver to the needs of their customers.

Strategy, structure and resources that have a clear direction driven by research, yet able to adapt quickly to changing market needs.

Engaging and innovative retailer training that ensures Brauer products are always top of mind and key messages are delivered on the retail floor.

Sophisticated onsite technical and production capabilities with experience in manufacturing in accordance with the Australian Code or Guide to Good Manufacturing Practice for Medicinal Products.

National distribution through a committed sales force servicing over 3000 pharmacies and healthfood stores in addition to a national account division servicing the national grocery and variety chains.

A dynamic marketing team focused on innovation, brand strategy, consumer communications and trade marketing – allowing Brauer to connect meaningfully with their customers and remain relevant in a constantly evolving environment.

Naturally effective products tailored to 21st century customer needs: stress, sleeplessness, baby and child health, detoxification, natural skincare and more.





The rich history and credibility behind Brauer tells you a lot about the company today and where it is going in the future

HISTORY



1929

IN 1929, PHARMACIST HERMANN BRAUER ESTABLISHED HIS SOUTH AUSTRALIAN PHARMACY, WHERE HE SOLD ORTHODOX MEDICINE AND HIS OWN NATURAL HOMEOPATHIC REMEDIES

Within a year, the sale of natural medicines had overtaken the sale of orthodox medicines and Hermann became well-known for his high quality natural formulations.

Over time, the small pharmacy could no longer meet customer demand. Hermann's son, Warren, also a pharmacist, decided to extend the family tradition.

FAMILY

Warren and his wife Joy began manufacturing natural homeopathic medicines in 1972. By 1984 they had developed a full production and laboratory facility in South Australia's Barossa Valley, where Brauer Natural Medicine is still based today.

Warren and Joy often travelled to Europe to research new developments in natural medicine and brought their knowledge back to Australia. With a strong focus on manufacturing and technical advancements, Warren provided some input to revisions of the Australian Code of Good Manufacturing Practice (GMP) for Therapeutic Goods.

Today Brauer Natural Medicine continues to honour the Brauer family's original vision. This commitment encompasses the highest manufacturing and technical standards to produce effective, natural medicines that cater for the current health needs of Australians.

It's what Brauer's customers expect and it is what the company delivers every day.

PHARMACEUTICAL



I think of Brauer as a serious brand that has been around for a long time. CUSTOMER 2011

Brauer has a highly-skilled technical team experienced in pharmaceutical regulatory affairs, chemistry and microbiology



EXPERTISE

TOGETHER THEY ENSURE THAT ALL BRAUER PRODUCTS ARE DEVELOPED, MANUFACTURED AND MARKETING TO THE HIGHEST STANDARD AND IN ACCORDANCE WITH AUSTRALIA'S COMPLEX MEDICINAL AND PHARMACEUTICAL REGULATORY REQUIREMENTS

Production and laboratory facilities operate in accordance with the Guide to Good Manufacturing Practice for Medicinal Products.

Company staff includes technical personnel with experience in manufacturing natural medicines, regulatory affairs, quality assurance and quality control – which includes physico-chemical and microbiological testing of all products before they can be released for supply.

Australia has a rigorous regulatory regime that ensures appropriate oversight of the quality, safety and efficacy of dietary supplements and complementary medicines sold in Australia and exported to other countries.

New products are developed by company technical personnel in consultation with experienced complementary healthcare practitioners. New formulations can be composed for the particular needs of local or international markets, supported by scientific or traditional evidence for therapeutic claims and indications.

The versatile manufacturing facility is suitable for contract manufacturing or packaging of liquid and topical complementary medicines.

Technical expertise, infrastructure, strong distribution and flexible manufacturing facilities provide a dynamic platform for the introduction of new products into the Australian market.

OPERATIONS MANAGER

VERSATILE

REGULATORY



Head Office

1 Para Road, Tanunda
South Australia 5352
AUSTRALIA

Telephone: +61 (0)8 8563 2932

Facsimile: +61 (0)8 8563 3398

Email: info@brauer.com.au

Export Enquiries

export@brauer.com.au

Marketing Enquiries

marketing@brauer.com.au

Product Enquiries

custserv@brauer.com.au

Sales Enquiries

sales@brauer.com.au

www.brauer.com.au

