

Pharmacist and healthcare practitioner information guide to the human bodies endocannabinoid system and terpenes

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Do you know someone that may be looking for medicinal cannabis, CBD, or an alternative to pharmaceutical medicine, because they are suffering from the following?

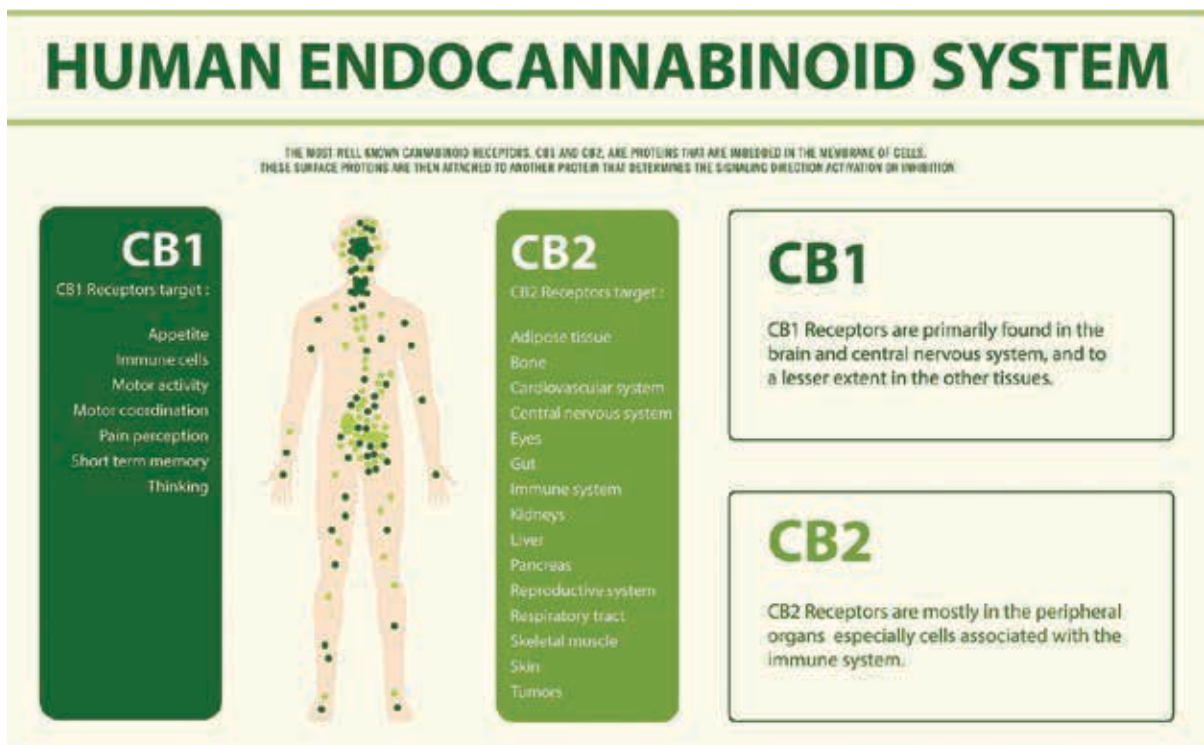
- Mental-ill health, social anxiety, anger, or anxiety attacks
- Pain and inflammation
- Premenstrual syndrome (PMS)
- Sleep disorders or insomnia
- Asthma, smoker's cough and respiratory difficulties
- Common colds, hay fever and post COVID-19 issues
- Addictions, food disorders or low levels of libido

The solution may be found in the human body's endocannabinoid system, working in conjunction with terpenes, a balanced diet and an exercise program.



What is the human body's endocannabinoid system?

The endocannabinoid system (ECS) is a biological system in the body that helps regulate and balance key bodily functions. Research suggests that the ECS may be a potential therapeutic target in numerous physiological conditions such as: energy balance and appetite stimulation.



What is the main function of the ECS?

The ECS regulates not only the central and peripheral mechanisms of food intake, but also lipid synthesis and turnover in the liver and adipose tissue, as well as glucose metabolism in muscle cells.

3 parts of the ECS

The ECS consists of three main components:

- A widespread network of cannabinoid receptors throughout the body including cannabinoid receptor type 1 and type 2 (CB1 and CB2)
- Endogenous cannabinoids or endocannabinoids (eCBs) such as anandamide (AEA) and 2-arachidonoylglycerol (2-AG)
- Various endocannabinoid metabolic enzymes including fatty acid amide hydrolase (FAAH) and monoacylglycerol lipase (MAGL)3

More than ever before, independent pharmacies, general health practitioners and educated consumers are looking for natural, safe and effective alternatives to pharmaceutical and medicinal cannabis products.

They have now discovered how terpenes interact with the body's ECS and provide amazing results for stress, anxiety, depression, pain, insomnia, addiction, respiratory difficulties and low libido.

What are Terpenes?

Terpenes are naturally occurring organic compounds found in the oils of many different plant species. Many common aromas – such as citrus and lavender – are created by naturally-occurring terpenes.

In humans, terpenes bind to certain receptors in our bodies giving rise to therapeutic effects. They interact with our Endocannabinoid System. This system is the largest neuro-transmitter network in the human body and is responsible for keeping our internal systems balanced. This is called homeostasis.

Terpenes are a class of 'phytochemicals' and are responsible for the distinctive aromas of certain flowers and plants.

Terpenes are major constituents of plant resin and the essential oils extracted from many common plants.

Terpenes are what make essential oils so beneficial.

They are known as 'biosynthetic building blocks' because of the way they interact and work within other living systems – such as the ECS found in humans.

Many studies have indicated that some terpenes are more effective than CBD. Terpenes are freely available (not restricted) and economical to the consumer as compared to CBD products.

How do Terpenes work?

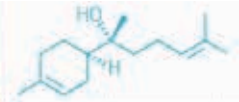



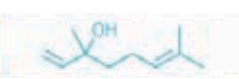






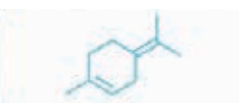

Terpenes are a natural conduit between our ECS - the body's largest neurotransmitter network – and specific strains of natural organic compounds that our body can derive health benefits from.

Terpenes work with the receptors and transmitters within the ECS to restore the human body to a state of chemical balance, known as homeostasis.

They do this by interacting with the naturally occurring endocannabinoid molecules, that are created by the brain which are part of our survival hardwiring – the 'fight or flight' response. Terpenes essentially complement this process and work with our internal systems to return any imbalances, due to external factors – such as stress – back to equilibrium.



Terpene types, structure, sources, aromas, flavours and health effects

Terpene	Structure	Also found in	Aromas and Flavors	Health Effects
α - Bisabolol			Coconut, fruity, nutty	Antibacterial, anti-inflammatory
β - Caryophyllene			Clove, dry, spicy, woody	Antimicrobial, anti-inflammatory, neuroprotective
α - Humulene			Better, floral, peppery, woody	Antibacterial, anti-inflammatory
(+) - Limonene			Citrusy, sweet	Antibacterial, mood elevation, stress relief
Linalool			Floral, rose, woody	Antianxiety, sedative
Myrcene			Celery-like, herbaceous, turpentine-like, woody	Analgesic, sedative, relaxing
α - Pinene			Cool, fresh, herbal, piney, turpentine-like	Alertness, possible memory retention
β - Pinene			Green hay, piney, spicy, woody	Anti-inflammatory, bronchodilator
Terpinolene			Fresh, lemon peel, sweet	Antibacterial, antifungal, possible sedative

The Research

A September 2011 paper by Dr. Ethan Russo published in the British Journal of Pharmacology discussed the “wide-ranging therapeutic attributes of terpenoids”, which are typically lacking in “CBD-only” products.

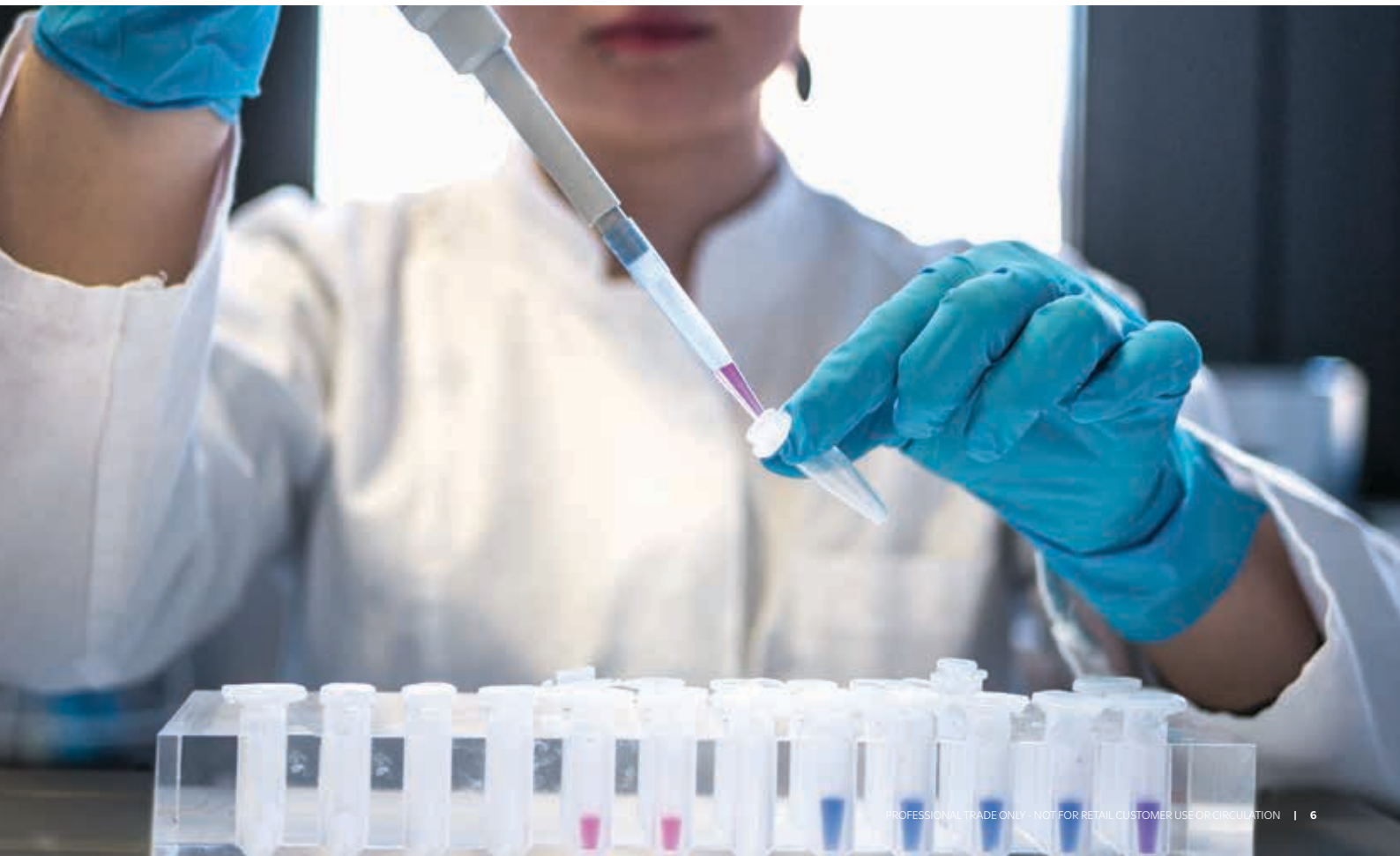
This research highlighted the synergies between terpenes and other cannabis-based products such as CBD oils or THC with respect to treatment of:

- Pain
- Inflammation
- Depression
- Anxiety
- Addiction
- Epilepsy
- Fungal
- Bacterial infections

When some of these compounds interact, they create what scientists refer to as the “ENTOURAGE EFFECT”.

This states that the benefits they exhibit in combination are greater than if measured individually.

This magnifies the overall therapeutic benefits of the plants’ individual components so that the medicinal impact of the whole plant is greater than the sum of its parts.



Research & Development (R&D)

Primal Organix has created over 100 products in the last 11 years. Our products are Australian made, 100% natural, botanically derived, with non-toxic and non-pharmaceutical ingredients. They are non-addictive and work on the endocannabinoid system.

Once a Primal Organix product has been created it goes through R&D, pilot studies, independent phase 0 trials via doctors, pharmacists, naturopaths and patients. As the results and feedback are received, we then work with our R&D consultants to apply for the Research and Development Tax Incentive (R&DTI).

This has allowed Primal Organix to fund our inhouse R&D and become the innovative leader in natural complementary medicine products. Primal Organix has received R&DTI over the last 3 financial years and is currently in the fourth.

In the 2018/19 financial year Primal Organix:

- Researched and developed (R&D) 17 new products
- Received \$33,000 in Research and Development Tax Incentive (R&DTI)
- Released the following products:
 - Relieve sublingual drops
 - Anxiety sublingual drops
 - Calm sublingual drops
 - Breath sublingual drops
 - Stop sublingual drops
 - Arousal sublingual drops
 - Focus sublingual drops
 - Engage sublingual drops
 - Relieve topical spray

In the 2019/20 financial year Primal Organix:

- R&D 23 new products
- Received \$48,000 in R&DTI
- Released the following products:
 - Relieve topical salve
 - Relieve topical non-greasy
 - Breathe topical
 - Women's face cream

In the 2020/21 financial year Primal Organix:

- R&D 35 products
- Received \$82,000 in R&DTI
- Released the following products:
 - Sleep sublingual drops
 - Immune sublingual drops
 - Slim sublingual drops

In the 2021/22 financial year Primal Organix:

- Is currently researching and developing 41 new products
- Will be applying for the R&DTI on the 1st of July 2022
- Will be releasing products such as:
 - Anxiety topical roll on
 - Sleep topical roll on
 - Calm topical roll on
 - Engage topical roll on



Product Ingredients

Primal Organix main ingredient:

- 95% or more is high quality fractionated coconut (High Lauric Acid MCT – Medium Chain Triglyceride) oil & non-GMO Sunflower Lecithin.
- All other ingredients used by Primal Organix are listed and scheduled with the TGA.

Therapeutic Goods Administration Ingredient Summary:

Ingredient Name: beta-caryophyllene

Ingredient ID: 95327

Category: Australian Approved Name

Synonyms: Caryophyllene 2-Methylene-6,10,10-trimethylbicyclo [7.2.0] undec-5-ene

CAS Number: 87-44-5 Availability Available f

Ingredient Name: alpha-pinene

Ingredient ID: 95312

Category: Australian Approved Name

Synonyms: 2-Pinene Pinene

CAS Number: 80-56-8

Ingredient Name: Linalool

Ingredient ID: 54315

Category: Australian Approved Name

Synonyms: Linalool 2,6-Dimethyl-2,7-octadien-6-ol Linalyl alcohol 3,7-Dimethyl-1,6-octadien-3-ol

3,7-Dimethylocta-1,6-dien-3-ol 2,6-Dimethylocta-2,7-dien-6-ol

CAS Number: 78-70-6

Ingredient Name: Myrcene

Ingredient ID: 54782

Category Australian Approved Name

Synonyms: 7-Methyl-3-methylene-1,6-octadiene beta-Geraniolene

CAS Number: 123-35-3

Restrictions by Therapeutic Goods Administration:

- Permitted for use only in combination with other permitted ingredients as a flavour or a fragrance.
- If used in a flavour the total flavour concentration in a medicine must be no more than 5%.
- If used in a fragrance the total fragrance concentration in a medicine must be no more 1%.

For more information refer to the TGA handout document

Why we use high quality fractionated coconut (MCT – Medium Chain Triglyceride) oil as our botanical terpene carrier

The shorter chain length of MCTs mean they are processed, absorbed, and transported rapidly through the body making them an ideal carrier for our botanical terpenes. This combination of terpenes (lipids) carried in MCT oil (also high in lipids), is the ultimate formula for high bioavailability and effectiveness.

MCTs easily enter your cells and can be used as an immediate source of energy. They are converted into ketones, which can pass through your blood-brain barrier, carrying the terpenes with them.

Why is MCT oil and terpenes a good alternative to medicinal cannabis or CBD products?

Botanical terpenes are derived from everyday plants (not from cannabis & hemp), are freely available (not restricted), economical, very effective and don't have contamination issues.

Why is MCT oil and terpenes a good alternative to pharmaceutical medicine?

Botanical terpenes are natural compounds (not synthetic), non-addictive, safe, have little to no known side effects and can have an immediate effect. There have been many studies published on terpenes e.g. Therapeutic and Medicinal Uses of Terpenes - PMC (nih.gov)



Beta-Caryophyllene

Beta-Caryophyllene or BCP, is found in many plants - Black pepper, Clove, Hops, and the Copaiba tree are just a few that are good sources of BCP. BCP is also found in Hemp.

BCP is one of the most studied terpenes, which are a class of phytochemicals that are responsible for the aroma and flavour of plants. BCP selectively binds to the CB2 and is also a functional CB2 agonist. BCP is a common ingredient in many essential oils and is a major part of cannabis. BCP does not bind to the CB1 receptor, so it is non-psychoactive. Because BCP interacts with the Endocannabinoid system it is considered Cannabimimetic, which means it works like cannabis medicine, in particular CBD. It can also be considered a cannabinoid itself because of the way it works with the endocannabinoid system.

As discussed, because of BCP's affinity for the CB2 Receptor and its interaction with the endocannabinoid system, it can bring much needed relief in the same way that CBD does. Many studies have taken place on BCP, in one study in particular BCP was seen to be highly effective on depressive disorders, anxiety and stress.

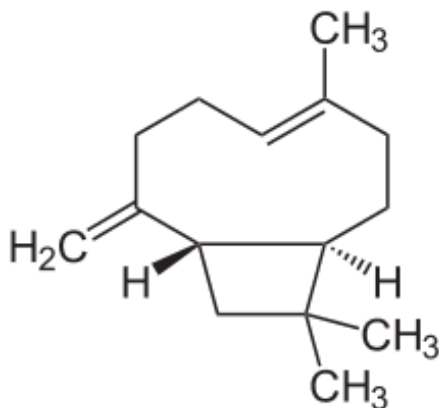
Further studies show the BCP is also very effective on inflammation and nerve pain.

Several biological activities are now attributed to BCP, such as anti-inflammatory, antibiotic, antioxidant, anticarcinogenic and local anaesthetic activities.

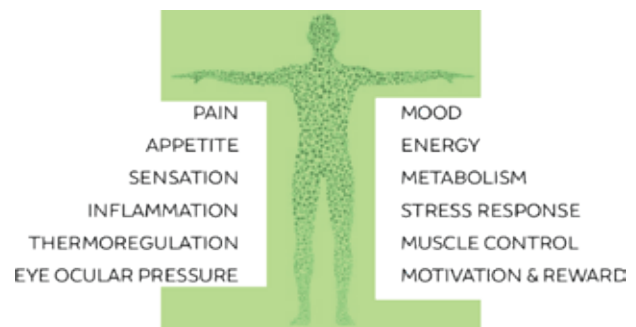
BCP potentiated the anticancer activity of paclitaxel on MCF-7, DLD-1 and L-929 cell lines.

Results suggest that BCP facilitates the passage of paclitaxel through the membrane and thus potentiates its anticancer activity.

B-Caryophyllene and its extraordinary benefits



Endocannabinoid System regulates many functions in the body



Beta-Caryophyllene the next pain management solution

Millions of people who are suffering from pain and inflammation are now seeking natural and organic alternative products.

It is estimated that 20% of Australian adults suffer from chronic pain costing the economy \$34B each year.

Manage pain and inflammation naturally

Sublingual

Hold 5-8 drop underneath the tongue for 30 seconds 4 times per day. For best results repeat this for 14 days.

Salve Deep Rub

Apply to and around painful area and massage into the skin for 1-2 minutes. Repeat up to 3 times per day for 7 days to see the best results.

Spray

Spray on affected area for short-term pain relief. Wait for 2-3 minutes then gently massage into the skin until it has completely absorbed. Apply on and around the painful area and rub in for 1 to 2 minutes. Repeat up to 3 times per day for 7 days.

Non-greasy

Apply on and around the painful area and rub in for 1 to 2 minutes. Repeat up to 3 times per day for 7 days.



Do you know someone who is suffering from mental-ill health or anxiety?

Anxiety is the most common mental health condition in Australia.

Beyond Blue reports mental health statistics are:

ON AVERAGE

1 in 4
people will experience some type of
ANXIETY

2.5m
people in
Australia
take
**ANTI-
DEPRESSANTS**

45%
of
Australians
suffer from
**ANXIETY &
DEPRESSION** EACH YEAR

4.9m
people
have
experienced
an
**ANXIETY
DISORDER**

Our Solution

Is to support positive mental health globally and give people an alternative to pharmaceutical products so they can manage their positive mental state of well-being safely.

We have created the first botanical terpene blended health products to support people's positive mental health and wellbeing.

POSITIVE MENTAL HEALTH AND WELL-BEING RANGE CONSIST OF:

Anxiety, Calm and Engage



Anxiety

May assist with: mental health and anxiety attacks

Ingredients: 97% MCT oil, Myrcene, and Sunflower Lecithin



Calm

May assist with: anger, mania and sleep

Ingredients: 98% MCT oil, Linalool and Sunflower Lecithin



Engage

May assist with: social anxiety, depression, low self-esteem

Ingredients: 96% MCT oil, Alpha-Pinene, Limonene, Myrcene, Linalool, and Sunflower Lecithin

Premenstrual Syndrome (PMS)

It's estimated that as many as 3 of every 4 menstruating women have experienced some form of premenstrual syndrome.

PMS has a wide variety of signs and symptoms, including:

- mood swings
- tender breasts
- food cravings
- fatigue
- irritability and depression

PMS may assist with all aspects of period pain.

It works by managing the pro-inflammatory response by the brain and managing the release of prostaglandins. Higher levels of prostaglandins are associated with more-severe menstrual cramps.



PREMENSTRUAL SYNDROME (PMS)

Sublingual drops

Ingredients:

96% MCT oil, Beta-Caryophyllene, Myrcene, Limonene and Sunflower Lecithin

Sleep - Get the rest you deserve

Insomnia is a common sleep disorder that can make it hard to fall asleep, hard to stay asleep, or cause you to wake up too early and not be able to get back to sleep. You may still feel tired when you wake up.

Insomnia can often be caused by anxiety, depression, poor sleeping habits or even a lack of exercise.

Symptoms of Insomnia:

- Difficulty falling asleep at night
- Waking up during the night
- Waking up too early
- Not feeling well-rested after a night's sleep
- Daytime tiredness or sleepiness
- Irritability, depression, or anxiety
- Difficulty paying attention, focusing on tasks or remembering
- Increased errors or accidents
- Ongoing worries about sleep

Primal Organix SLEEP may assist in calming the body and easing the mind in obtaining a restful night's sleep. Made with all natural botanical oils.



SLEEP

Sublingual drops

Ingredients:
97% MCT oil, Linalool, Myrcene and Sunflower Lecithin

Breathe

According to The World Health Organisation (WHO)

<https://www.who.int/news-room/air-pollution>

- Air pollution levels remain dangerously high in many parts of the world. New data from WHO shows that 9 out of 10 people breathe air containing high levels of pollutants.
- WHO estimates that around 7 million people die every year from exposure to polluted air.
- Ambient air pollution alone caused some 4.2 million deaths in 2016, while household air pollution from cooking with polluting fuels and technologies caused an estimated 3.8 million deaths in the same period



BREATHE

Sublingual drops and Chest Rub

Ingredients:
97% MCT oil, Alpha-Pinene and Sunflower Lecithin

Immune

The immune system protects the body from outside invaders. These include germs such as bacteria, viruses, fungi and toxins. The immune system is made up of different organs, cells, and proteins that work together to fight illness.

Immune may assist in fighting common colds and hay fever while building and supporting the immune system. Full of natural antioxidants, anti-inflammatory, anti-viral and antimicrobial botanic oils.



IMMUNE

Sublingual drops

Ingredients:

95% MCT oil, Alpha-Pinene, Beta-Pinene, Linalool, Limonene, Beta-Caryophyllene, Myrcene, Humulene and Sunflower Lecithin

Stop

Substance abuse, misuse, and addiction.

The misuse or abuse of alcohol, tobacco and sugar can have a damaging impact on individuals, families and communities.

One in four Australians aged 18 years and over exceeded the Australian Adult Alcohol Guideline in 2020-21 (25.8%)

According to the Australian Bureau of Statistics' National Health Survey, the prevalence of daily smoking for Australians aged 18 and over in 2020-21 was 10.7%, and 10.3% among people aged 15 years and over.

One in two Australians have more than their recommended sugar intake, according to new Australian Bureau of Statistics (ABS) data. Over 52% of Australians usually exceed the World Health Organization's recommendation that so-called free sugars make up less than 10% of their total energy intake every day.

Stop is designed to assist people in controlling their cravings for alcohol, nicotine, or food. Stop naturally suppresses craving and modulates how the body reacts to irritation.



STOP

Sublingual drops

Ingredients:
97% MCT oil, Beta-caryophyllene and Sunflower Lecithin

Focus

A lack of focus and concentration can greatly interfere with your ability to excel at work, or at school and with carrying out other important tasks.

Individuals may notice that it's harder to concentrate at certain times of day or in certain settings.

Being unable to concentrate affects people differently.

Some symptoms people may experience include:

- Being unable to remember things that occurred a short time ago
- Difficulty thinking clearly
- Frequently losing things or difficulty remembering where things are
- Inability to make decisions
- Inability to perform complicated tasks
- Lack of focus and physical or mental energy to concentrate
- Making careless mistakes

Primal Organix Focus is specially formulated to assist with achieving mental focus, memory retention and confidence. It uses the body's own systems to bring balance and by inhibiting acetylcholinesterase activity in the brain.



FOCUS

Sublingual drops

Ingredients:
98% MCT oil, Alpha-pinene, Beta-pinene and Sunflower Lecithin

Contraindications Chart

Product	Dosage	Pregnancy Safe	Infant Safe (u/8)	Contraindications & Product information
Relieve Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days. Can be used as needed.	✗	✗	Relieve will assist the availability of all types of medication. Opiate dosage needs to be managed. Has no reported contraindications. Interacts with CB2 receptor like CBD.
Anxiety Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days. Can be used as needed.	✗	✗	Blood pressure medications. Myrcene works like some anti-depressants and SSRI's. Assists in managing anxiety by calming the CNS, managing dopamine, serotonin re-uptake, GABA and glutamate. Can be both sedating and stimulating depending on dosage.
Calm Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days. Can be used as needed.	✗	✗	Blood pressure medications. Calm also works like common anti-depressants and SSRI's. Assists in managing anxiety, anger and frustration by calming the CNS. A natural sedative.
Engage Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days. Can be used as needed.	✗	✗	Blood pressure medications. Engage is a stimulating product used to assist depression, mania, and mood. Also balances the reward centre of the brain.
Sleep Sublingual Drops	8 Drops under tongue 30 min before bed. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days.	✗	✗	Blood pressure medications. Sleep carries linalool and myrcene, both seen as strong sedatives. Assists with calming the CNS and slowing a busy mind.
Immune Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days.	✗	✗	Blood pressure medications. Immune carries a large range of terpenes. Also, a stimulating product. Will assist other medications availability. Immune system support.
Stop Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days. Can be used as needed.	✗	✗	Blood pressure medications. Assists to ease the reward centre from cravings. Excellent to curb nicotine and alcohol cravings. Has a minor stimulating effect. Will assist availability of other medications.
Focus Sublingual Drops	4 Drops under tongue 3 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days.	✗	✗	Blood pressure medications. A strong stimulating effect. Helps to reduce brain fog. Aids focus and concentration.
Arousal Sublingual Drops	8 Drops under tongue when needed. Leave under tongue for 30 seconds.	✗	✗	Blood pressure medications. A strong stimulant designed to assist blood flow.
Breathe Sublingual Drops	4 Drops under tongue 4 times daily. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days.	✗	✗	Blood pressure medications. A strong stimulant. Will assist the respiratory system by dilating the bronchial passage and help to remove pollutants from lungs.
PMS Sublingual Drops	4 Drops under tongue 3 times daily leading up to menstrual cycle. Leave under tongue for 30 seconds. Use for a minimum of 14-28 days.	✗	✗	Blood pressure medications. Minor stimulation. Designed to manage prostaglandins and cytokine release. Calm mood and balance emotions.
Slim Sublingual Drops	4-8 Drops under tongue 45 minutes before meal. Can also be used at the height of craving to manage food intake.	✗	✗	Blood pressure medications. Minor stimulation. Designed to assist in managing food intake and may assist weight loss.

Clinical Trials

Primal Organix has been in pilot studies and phase 0 independent trials for the Anxiety, Calm, Engage and Sleep sublingual products. We have conducted exploratory research, development and tests to see how the body responds to these products.

In these studies, small doses of the new product were given to patients either 3 times per day for 30 days or once a day for 30 days. The studies were conducted based on the research and development from Primal Organix and the independent phase 0 trials via doctors, pharmacists, naturopaths, and patients in Western Australia.

Based on the positive results, Primal Organix has decided to move to phase I clinical trials for the Anxiety and Sleep sublingual products from the 1st July 2022.

We are looking for healthy volunteers to participate in phase I clinical trials for the Anxiety and Sleep sublingual products. This will be to develop and show new interventions in a small group of patients (20) over a 3-month period. This will be done to evaluate safety (e.g. to determine a safe dosage range and identify side effects) and effectiveness.

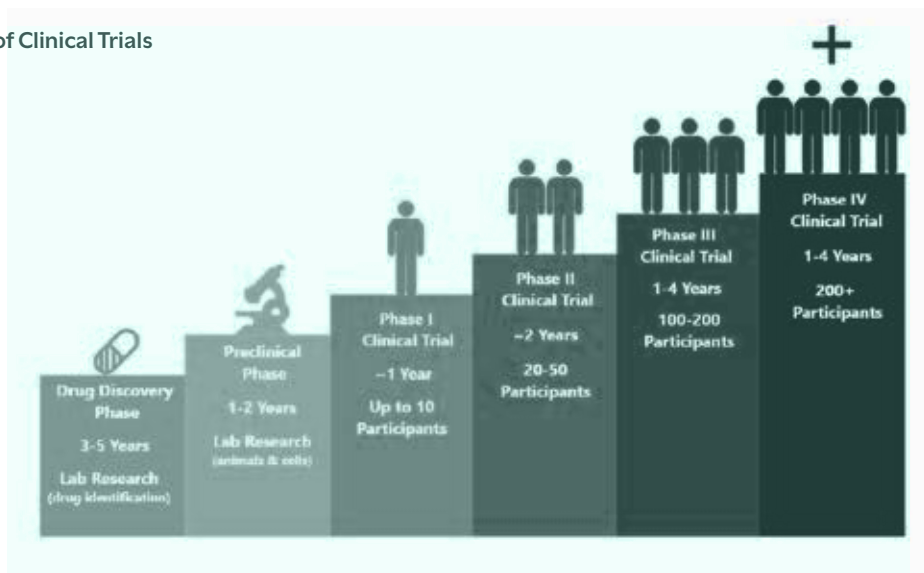
If the intervention phase I clinical trials are promising, we will move to phase II clinical trials, where the small group of participants (20) will increase to several hundred, to collect more information on effectiveness, possible side effects, determine efficacy (that is, whether it works as intended) and to further evaluate its safety.

Once the clinical trial phase I and II results are completed and reviewed, Primal Organix may then move to clinical trials phase III and IV.

Phase III studies are done to study the efficacy of an intervention in large groups of trial participants (from several hundred to several thousand) by comparing the intervention to other standard or experimental interventions (or to non-interventional standard care). Phase III studies are also used to monitor adverse effects and to collect information that will allow the intervention to be used safely.

Phase IV studies are done after an intervention has been marketed. These studies are designed to monitor the effectiveness of the approved intervention in the general population and to collect information about any adverse effects associated with widespread use over longer periods of time. They may also be used to investigate the potential use of the intervention in a different condition, or in combination with other therapies.

The Phases of Clinical Trials



Customer Results

Benefits to the consumer:

- Primal Organix products manage and support pain, inflammation, anxiety, depression, stress, sleep, PMS/mood & more
- Products cost less than a cup of coffee each day - 20% less than the price of restricted CBD products
- Australian made, 100% natural, botanically derived and safe
- Non-toxic ingredients, non-pharmaceutical and non-addictive
- Products work on the endocannabinoid system (like CBD), but are not restricted and economical
- Can be used by both teenagers and adults

Benefits to the retailer:

- Great profit margin between wholesale and RRP
- Marketing material/POS
- Delivery of product at no cost - freight free & no minimum order
- 30-day account
- Delivery within 7 days
- Credit policy - replacement of expired stock
- Full practitioner support - face to face and online training
- Complimentary sample testers available for staff and customers
- In-store tasting support
- Technical assistance available
- Social media and marketing for your outlet
- Potential improvement in total health outcomes for your customers/patients
- Continual support from Primal Organix BDMs in your state



Our Vision

Is to supply Primal Organix products to the global demand of people suffering from:

- Mental-ill health
- Pain and inflammation
- Premenstrual Syndrome (PMS)
- Sleep disorders
- Respiratory issues
- Addictions, food disorders and low levels of libido

This vision extends to the social responsibility on all of us to confront the reality of people's medical conditions and give them a safe, non-addictive, all-natural alternative solution, to help them overcome their health issues and challenges.



Stockists

FREE DELIVERY ON ALL PRODUCTS

New South Wales Stockists

Bayside Natural Health Centre	Double Bay
Customcare Compounding Pharmacy	Dural
Go Vita Blacktown	Blacktown
Go Vita Goulburn	Goulburn
Go Vita Narellan	Narellan
Green Hills Organics	Richmond
Hawkesbury Herbs	Richmond
Leura Health Foods	Leura
Pitt Town Pharmacy	Pitt Town
Shopsmart Pharmacy Campbelltown	Campbelltown
Soul Pattinson Chemist Rouse Hill	Rouse Hill
The Organic Store	Bowral

Queensland Stockists

Alive Health Consultations	Ormiston
All About Your Health	Carindale
Amcal Cannon Hill	Cannon Hill
Aspley Acupuncture	Aspley
Cleanse Clinic Colon Hydrotherapy	Runaway Bay
Healthshop Plus Aspley	Aspley
Healthshop Plus Brookside	Brookside
Healthshop Plus Chermside	Chermside
Healthshop Plus Morayfield	Morayfield
Healthshop Plus North Lakes	North Lakes
Morningside Plaza Pharmacy	Morningside
My Health Trust	Forestdale
Organics At Marcia's	West End
Samford Family Nutrition	Samford Valley
Tandon Health & Nutrition Pty Ltd	Capalaba
The Happy Herb Company	West End

South Australia Stockists

Adelaide Discount Pharmacy	Adelaide
Affordable Organics	Magill
Australian Clinic of Biological Medicine	Thebarton
Bordertown Pharmacy	Bordertown
Cold Laser Pain Relief	Walkerville
Glynde Corner Pharmacy	Felixstow
Go Vita Fairview Green	Fairview Green
Go Vita Ingle Farm	Ingle Farm
Go Vita Mt Barker	Mount Barker
Go Vita Semaphore	Semaphore
Go Vita Tanunda	Tanunda
Kangaroo Island Organics	Kingscote
Mega Health Gawler	Gawler
Moana Natural Health And Organics	Moana
Natural Health Medicine	Payneham South
Pharmasave Seacliff	Seacliff
Terry White Chemmart Walkerville	Walkerville
The Heart Mind Alchemist	Flinders Park
Tina Renfrey - Bowen Therapist	Port Adelaide
Williamstown Pharmacy	Williamstown

Tasmania Stockists

Natures Works Head Office	Glenorchy
Natures Works Devonport – Four Ways	Devonport
Natures Works Hobart	Hobart
Natures Works Kingston	Kingston
Natures Works King Meadows	Meadows
Natures Works Kingston Town	Kingston Town
Natures Works Launceston	Launceston
Natures Works Rosny Park	Eastlands
Natures Works Sandy Bay	Sandy Bay
The Grain Grocer	Launceston
The Wholeness Co	Ulverstone
The Health Nut	East Devonport



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Victoria Stockists

Alchemy Cryotherapy	South Yarra
Amcal - Nunawading Pharmacy	Nunawading
Blooms The Chemist Toorak	Toorak
Blooms The Chemist Casey Central	Narre Warren South
Blooms The Chemist Rosanna	Rosanna
Evelyn Faye Nutritional Cbd	Melbourne
Evelyn Faye Nutritional South Melbourne	South Melbourne
Glo Health	Elsternwick
Go Vita Knox	Wantirna South
Long Life Health Foods	Narre Warren South
Medigreen	Bentleigh
Melbourne Health Services	Melbourne
Melbourne Wellness Centre	Blackburn
Soul Pattission - Chelsea Central Pharmacy	Chelsea
The Little Hen Organics	Balaclava

Victoria Regional City Of Greater Geelong Stockists

Anjel Enterprises Pty Ltd	Geelong West
Go Vita Warrnambool	Warrnambool
Queenscliff Day Spa	Queenscliff
Surfcoast Wholefoods	Torquay
Terry White Chemmart	Armstrong Creek
The Naturopathic Nutritionist	Anglesea
Tim Altman Naturopath	Jan Juc

Victoria Gippsland Region Stockists

Gisborne Health Essentials	Gisborne
Health & Whole Foods	Leongatha
Live Holistically	Sassafras
Natural Living Foster	Foster
Rekindled Wellness	Somers
The Corner Dispensary	Cowes Phillip Island
Upbeet Health & Wholefoods	Wonthaggi
Natures Health Pty Ltd	Traralgon

Western Australia Stockists

Go Vita Innaloo	Innaloo
Go Vita Ocean Keys	Clarkson
Go Vita Victoria Park	East Victoria Park
Go Vita Woodvale	Woodvale
Goodlife Dog Swamp	Yokine
Graystone Naturopath	Stratton
Manna Wholefoods	South Fremantle
My Health Market	Midland
Natures Harvest	Cottesloe
Oasis Pharmacy	Secret Harbour
Precious Organics	Willagee
Scarborough 7 Day Chemist	Scarborough
Stay Health Kingsway	Kingsway
Tonic Health	Nedlands
Vitamin Outlet Forrestfield	Forrestfield
Vitamin Outlet Bullcreek	Bullcreek



Meet the Team

Victoria



Mark Garbelotto

Co-Founder and Chief Executive Officer

With over 30 years of daily sales experience, and ten years running a registered training organisation (RTO) and professional development training centre, author and entrepreneur, Mark Garbelotto is Australia's premier business, leadership, and sales training professional.

He brings 30 years of experience in business, leadership, management, HR, compliance, finance, sales, and sales management to Primal Organix and runs the day-to-day side of the business, and he is passionate about mental health and helping people overcome their challenges with all natural, non-pharmaceutical, non-toxic ingredients, and non-addictive products.

Western Australia



Frank Giampieri

Co-Founder and Chief Scientist Officer

Qualifications:

H.A.C.C.P Accredited

Frank has been working in the natural medicine space for more than a decade.

After many years working as an award-winning Pastry Chef, a serious neck injury caused early retirement.

Searching for alternatives to potentially addictive and dangerous drugs for pain relief became Frank's focus.

After 10 years of research and experimental clinical trials, he was able to create a safe non-addictive range of products that gave him consistent pain relief by targeting the Endocannabinoid system.

Frank is the Chief Science Officer and in charge of R&D, manufacturing, product creation and drives the knowledge / education program to sales team and customers.

Western Australia

Bev Giampieri

Compliance and manufacturing

Beverly has 30 years retail experience including customer service. Bev's experience extends to packing, distribution and compliance. Having been responsible for the distribution needs of some of Perth's biggest food suppliers.

Bev oversees the daily compliance needs of Primal Organix. Bev also assists in the manufacture of all Primal Organix products. Beverly has been integral in the creation and manufacture of the Primal Organix range of products.

Western Australia

Azra De Passey

Business Development Manager

Qualifications:

BSc Naturopathy
Dip Clinical Hypnotherapy

Azra has an extensive background in the Health & Wellness Industry having studied multiple modalities including Naturopathy and Clinical Hypnotherapy that collectively support and promote health and well-being on all levels, mentally, emotionally, physically, and spiritually.

She has been involved in sales, consulting, and customer service for over 20 years and highly values being part of a dedicated team with a collective vision to change lives. Azra cares about people, the planet & humanity and knows together we can make a difference.

Regional City of Greater Geelong

Jiayen Nomchong

Business Development Manager

Qualifications:

BHSc Naturopathy, BCSc Nutrition
Dip. Remedial massage

Jiayen has worked within the health industry for over 15 years within clinical practice and the health food retail sector. Whilst taking a hiatus from a Masters in Dietetics, Jiayen's clinical practice focuses on mental health, gut health and immune function guided by evidence-based practice.

Jiayen presents a great opportunity to show more support for the community and health care practitioners in the region. An ongoing passion is to bring awareness and education towards the ever-evolving discussion surrounding mental health.

In her down time, she loves being in nature, connecting with her community and expanding her wealth of knowledge by keeping up to date with current clinical research.

Queensland

Sharon Mills

Business Development Manager

Qualifications:

Adv Dip Nat. NHAA Member 156771

Sharon is a practicing Naturopath and began her health journey 25 years ago as an Aromatherapist and Reflexologist in the UK and relocated to Australia 20 years ago to study Naturopathy. She became a Naturopath in 2009.

She became fascinated with natural medicine when she couldn't get resolution in the mainstream medical model with a health condition and treated herself successfully. Since then, she has been a strong advocate for the health and wellness industry and hasn't been to a GP since. She has worked in practitioner only supplement sales for 8 years and lives with her partner in Brisbane with twin daughters and 3 chooks.

South Australia and Tasmania

Davide Franco

Business Development Manager

Qualifications:

ADV.Dip.NatMed

Davide manages the SA and TAS states at Primal Organix. He has a long history in the healthcare channels, with experience spanning over 30 years. He was interested in natural medicine since he was a teenager, which led him on a path of research and then studied Naturopathy & Ayurveda. Davide went on to open his own Health Food business, provided naturopathic consultations and ran courses in Health & Wellbeing in SA.

He is passionate about research, education and thrives on innovation, always looking for improving one's health on all levels. He is very enthusiastic about helping businesses improve the health outcomes in their customers' lives.

Davide's home life is focussed on family, community, food, small-scale winemaking (minimal intervention), sports & fitness and biodynamic gardening.

Tasmania

Nelly Lenton

Business Development Manager

Qualifications:

Bachelor of Naturopathy

Nelly grew up in a family of Health Care professionals and knew early in her life that Health care was also in her blood.

She studied a Bachelor of Naturopathy at Southern Cross University and has been a Naturopath for the last 22 years. She has a wealth of insight in the fields of natural medicine and small business ownership, and she is adept at balancing it all with family life.

Nelly has been involved with Primal Organix since 2018, first as a stockist herself and more recently as our Business Development Manager.

CONTACT

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