

## MEDIA RELEASE

### AACMA RESPONSE TO ARTICLE IN 'ABC NEWS ONLINE'

#### Macpherson regrets rhino remedy 'joke' (7 July 2010)

<http://www.abc.net.au/news/stories/2010/07/07/2946612.htm?section=justin>

Recent media articles alleged that Elle Macpherson has used rhino horn for medicinal purposes. During an interview with Britain's Sunday Times Magazine, Macpherson was quoted saying that she had tasted rhino horn and it had "done the job".

**Witter:** You're said to be a great fan of Chinese medicine. What does powdered rhino horn taste like?

**E MacP:** A little bit like crushed bone and fungus in a capsule. Does the job though.

**Witter:** How do you know that it works? A lot of people say Chinese medicine is quackery.

**E MacP:** Put it this way, works for me.

[http://women.timesonline.co.uk/tol/life\\_and\\_style/women/fashion/article7139977.ece?token=null&offset=12&page=2](http://women.timesonline.co.uk/tol/life_and_style/women/fashion/article7139977.ece?token=null&offset=12&page=2)

AACMA CEO, Judy James, said 'Ms Macpherson is known as a strong supporter and user of Chinese medicine. However, for someone of Ms Macpherson's standing in the community to claim to be using powdered rhinoceros horn, even if said in jest, is not humorous. It has potentially damaged the reputation of Chinese medicine worldwide and may have given unintended endorsement to the illegal use of endangered species.'

Under international and Australian wildlife law, it is illegal to import, export or trade in items that are on the CITES list of endangered species unless the appropriate permits have been issued. CITES refers to the Convention on International Trade in Endangered Species of Wild Fauna and Flora. The relevant Australian law is the Environment Protection and Biodiversity Conservation Act 1999.

The Australian Acupuncture and Chinese Medicine Association Ltd (AACMA) strongly opposes the use of endangered species in Traditional Chinese Medicine. In April 2007, the Australian Acupuncture and Chinese Medicine Association Ltd (AACMA) entered into a funding agreement with the Department of the Environment and Water, Heritage and the Arts (DEWHA) to establish and administer a collaborative certification scheme for professionals and traders involved in the research, recommendation, prescription, supply, export or import of traditional Chinese medicines. Under the scheme, certified individuals publicly declare to trade only in legally acquired wildlife parts and products and that medicines and other products derived from the legal trade in endangered species cannot be obtained from the business.

This joint government-industry approach is aimed at raising awareness about and reducing the illegal international trade in endangered species.

A full list of CITES species can be found at <http://www.environment.gov.au/biodiversity/trade-use/lists/cites/index.html>

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