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Consumer Protection And Business Compliance In The Distribution Of Unregistered Natural Medicines

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Abstract

Normatively, consumer protection against the distribution of unregistered natural medicines is supported by a relatively comprehensive regulatory framework. The 2023 Health Law establishes marketing authorization as an essential requirement for ensuring the legality and safety of medicine distribution, while the Consumer Protection Law guarantees consumers' rights to security, comfort, and safety when obtaining and using products. This study aims to examine the legal protection available to consumers against the distribution of unregistered natural medicines and identify challenges in its implementation. The analysis indicates that although the existing regulatory framework provides a legal basis for consumer protection, its implementation continues to face challenges related to regulatory supervision, law enforcement, and limited consumer literacy. Strengthening supervision, improving law enforcement, enhancing consumer education and literacy, and fostering greater collaboration among government institutions, business actors, and the public are therefore necessary to prevent the distribution of unregistered natural medicines and reduce potential risks to consumers.

Keywords: Consumer Education; Consumer Protection; Law Enforcement; Marketing Authorization; Natural Medicines; Regulatory Supervision

INTRODUCTION

Health is a fundamental aspect of human well-being and an important indicator of national development. Improving public health is not limited to the provision of healthcare services but also requires adequate protection against risks associated with products consumed or used by the public. Health is recognized as one of the priority indicators in national development because it directly contributes to human quality and social welfare (Sukadana Putra & Putu Nia Priyantini, 2021). Law of the Republic of

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Indonesia Number 17 of 2023 concerning Health further stipulates that health efforts are implemented in an integrated and sustainable manner through promotive, preventive, curative, rehabilitative, and/or palliative measures (Law of the Republic of Indonesia Number 17 of 2023 concerning Health, 2023).

One of the products that contributes to health maintenance and improvement is natural medicine. The increasing adoption of the *back-to-nature* principle, cultural factors, consumer beliefs, and relatively affordable prices have encouraged the public to use natural medicines as an alternative for health maintenance and treatment. Natural medicines are derived from natural resources and are used for health maintenance, improvement, disease prevention, treatment, and/or recovery based on empirical and/or scientific evidence. The World Health Organization has also recognized the relevance of traditional and natural medicines as complementary options for disease prevention, health maintenance, and treatment (Ansyar, 2022). However, the perception that natural products are inherently safe is not always accurate because natural medicines must comply with requirements concerning safety, efficacy, quality, and marketing authorization.

A major concern is the continued distribution of natural medicines without marketing authorization from the Indonesian Food and Drug Authority (BPOM). Such products have not undergone the required evaluation and regulatory control mechanisms designed to assess their safety, efficacy, and quality. BPOM has identified illegal natural medicines containing medicinal chemical substances that may pose serious health risks, including kidney failure and liver damage (BPOM Indonesia, 2022). Similar findings were reported by BPOM in Klaten and Kudus in May 2025, where illegal production and distribution facilities involving natural medicines containing medicinal chemical substances were identified (BPOM Indonesia, 2025). These findings indicate that the existence of regulatory requirements does not automatically eliminate the distribution of non-compliant products.

The development of information technology has further expanded the distribution of illegal natural medicines through social media, *e-commerce*, and online marketplaces. This development creates additional challenges for regulatory supervision while increasing consumer vulnerability because consumers may have limited knowledge regarding product composition, manufacturing processes, and regulatory status. Business actors engaged in natural medicine production and distribution are required to ensure product safety, efficacy or benefits, and quality under the applicable regulatory framework (Ministry of Health of the Republic of Indonesia, 2012). Consumers are also

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legally entitled to comfort, security, and safety when obtaining and using goods and services under the Consumer Protection Law (Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection, 1999). Information asymmetry and unequal bargaining power between consumers and business actors may further increase the potential for consumer losses in transactions involving health-related products (Meriyenti, 2012). Similar concerns regarding consumer protection in the distribution of health products have also been identified in more recent research (Putri & Danyathi, 2024).

Previous studies have examined various aspects of the distribution and regulation of natural medicines without marketing authorization. Novita et al. (2023) examined the regulation and supervision of traditional medicines based on Law Number 36 of 2009 concerning Health and related ministerial regulations, but the study did not incorporate the regulatory changes introduced by Law Number 17 of 2023 concerning Health and did not specifically focus on consumer protection. Pambudi and Raharjo (2020) examined consumer protection against the online distribution of traditional medicines without marketing authorization, but their analysis was based on a regulatory framework that has subsequently undergone significant changes. Aji et al. (2022) focused on business actors' liability for the use of fictitious marketing authorization numbers but did not specifically examine consumer protection against unregistered natural medicines under the current health regulatory framework.

Based on the existing literature, a research gap remains concerning the integration of health regulation, consumer protection, and business compliance in the distribution of unregistered natural medicines under the current Indonesian legal framework. The novelty of this study lies in examining the relationship between marketing authorization requirements, business compliance, regulatory supervision, business responsibility, and the fulfillment of consumer rights under Law Number 17 of 2023 concerning Health. This study therefore approaches the distribution of unregistered natural medicines not merely as an administrative violation but also as a consumer protection issue because non-compliant products may expose consumers to risks affecting their health and safety.

Accordingly, this study addresses two research questions: (1) how does the Indonesian legal framework regulate consumer protection and business compliance in the distribution of unregistered natural medicines; and (2) what challenges affect the implementation of consumer protection and business compliance in preventing the distribution of such products in Indonesia? This study aims to analyze consumer

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protection and business compliance in the distribution of unregistered natural medicines based on the current health and consumer protection regulatory framework. It also aims to identify regulatory, supervisory, and law enforcement challenges that may inform efforts to strengthen business compliance and consumer protection.

METHOD

A. Research Design

This study employed a normative legal research design with a descriptive-analytical approach to examine consumer protection and business compliance in the distribution of unregistered natural medicines. The research focused on analyzing legal norms, principles, and regulatory provisions governing marketing authorization, business obligations, regulatory supervision, and consumer protection. A normative legal approach was considered appropriate because the study examined the consistency and application of relevant legal provisions to the distribution of natural medicines without marketing authorization (Soekanto, 2006). The descriptive-analytical approach was used to identify the existing regulatory framework and analyze its implications for consumer protection and business compliance (Benuf & Azhar, 2020).

B. Legal Approaches

The study applied a statutory approach and a conceptual approach. The statutory approach involved examining Law of the Republic of Indonesia Number 17 of 2023 concerning Health, Law Number 8 of 1999 concerning Consumer Protection, and relevant implementing regulations governing the distribution, marketing authorization, safety, quality, and supervision of natural medicines. The conceptual approach was used to examine the concepts of consumer protection, business compliance, marketing authorization, regulatory supervision, and business responsibility. These approaches enabled the study to analyze the relationship between regulatory requirements imposed on business actors and the fulfillment of consumers' rights to security, comfort, and safety.

C. Data Sources and Data Collection

Data were obtained through library research involving primary and secondary legal materials relevant to consumer protection and business compliance in natural medicine distribution. Primary legal materials consisted of legislation and regulatory instruments governing health, consumer protection, marketing authorization, and the

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distribution and supervision of natural medicines. Secondary legal materials included scholarly books, peer-reviewed journal articles, legal publications, official reports, and previous studies addressing unregistered natural medicines, consumer protection, and business compliance. The collected materials were selected based on their relevance, legal authority, and contribution to addressing the research objectives.

D. Data Analysis

The collected legal materials were inventoried, classified, and analyzed qualitatively according to the research questions. The analysis examined the relationship between marketing authorization requirements, business compliance obligations, regulatory supervision, consumer rights, and the legal responsibilities of business actors. Particular attention was given to the extent to which existing regulations provide mechanisms for preventing the distribution of unregistered natural medicines and protecting consumers from potential risks. The findings were interpreted systematically to identify regulatory challenges and areas requiring stronger compliance and enforcement mechanisms.

E. Analytical Framework

The analysis was organized around two interconnected dimensions, namely consumer protection and business compliance. Consumer protection was examined through consumers' rights to safety, security, accurate product information, and protection from potentially harmful products, while business compliance was assessed through compliance with marketing authorization, safety, quality, labeling, and distribution requirements. The interaction between these dimensions was used to explain how regulatory compliance by business actors contributes to the prevention of unregistered natural medicine distribution and the protection of consumers. This framework provided the basis for formulating conclusions regarding the adequacy of the existing regulatory framework and the need for strengthened supervision, enforcement, consumer education, and cooperation among government institutions, business actors, and the public.

RESULTS AND DISCUSSION

A. Regulatory Framework for Natural Medicine Distribution

The distribution of natural medicines in Indonesia is part of the health sector and is therefore subject to regulatory requirements designed to protect public health and

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consumers. Natural medicines include products derived from natural resources that are used for health maintenance, disease prevention, treatment, and recovery based on empirical and/or scientific evidence. In the Indonesian regulatory framework, natural medicines include *jamu*, standardized herbal medicines, and phytopharmaceuticals, which differ in the level of evidence required to demonstrate their safety and efficacy. Despite these differences, natural medicines distributed commercially must comply with applicable requirements, including marketing authorization before entering the market.

Law of the Republic of Indonesia Number 17 of 2023 concerning Health strengthens the regulatory framework for pharmaceutical preparations, including natural medicines. The regulation establishes safety, efficacy or benefits, and quality as fundamental requirements for the production and distribution of health products. Marketing authorization therefore functions not merely as an administrative requirement but also as a regulatory control mechanism to ensure that products have undergone evaluation before reaching consumers. This framework places regulatory compliance as an essential responsibility of business actors engaged in natural medicine production and distribution.

The regulatory development under Law Number 17 of 2023 also represents an expansion from the previous framework established by Law Number 36 of 2009 concerning Health. The newer regulation provides a broader framework covering natural medicines and related products while strengthening the relationship between product standards, licensing, supervision, and enforcement. This development is particularly relevant to the business environment because compliance with regulatory requirements constitutes an essential condition for legitimate market participation.

Table 1. Comparison of Pharmaceutical Regulation under Law Number 36 of 2009 and Law Number 17 of 2023

Aspect	Law No. 36 of 2009	Law No. 17 of 2023
Safety, efficacy, and quality	Prohibits the production and distribution of pharmaceutical preparations that do not meet safety, efficacy, and quality requirements	Maintains and strengthens requirements concerning safety, efficacy or benefits, and quality

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Scope of pharmaceutical preparations	Includes medicines, medicinal ingredients, traditional medicines, and cosmetics	Expands coverage to medicines, medicinal ingredients, natural medicines, natural medicinal ingredients, cosmetics, health supplements, and quasi-medicines
Marketing authorization	Distribution is subject to requirements established by applicable regulations	Marketing authorization is reinforced as a pre-market control instrument
Regulatory orientation	Focuses on product standards and pharmaceutical control	Integrates product standards, licensing, supervision, compliance, and enforcement

Source: Authors' analysis based on Law Number 36 of 2009 and Law Number 17 of 2023.

The comparison indicates continuity as well as regulatory strengthening under Law Number 17 of 2023. The explicit inclusion of natural medicines within the broader pharmaceutical regulatory framework increases the legal responsibilities of business actors to ensure product compliance before distribution. From a business perspective, marketing authorization can therefore be understood as a form of regulatory compliance that reduces consumer risk while supporting legitimate and accountable market activity.

B. Business Compliance and Marketing Authorization

Business compliance represents the extent to which business actors fulfill legal and regulatory requirements applicable to their products, production processes, distribution activities, and marketing practices. In the natural medicine sector, compliance includes obtaining marketing authorization, meeting safety and quality standards, providing accurate product information, and complying with applicable production and distribution requirements. Compliance is particularly important because consumers generally cannot independently verify the composition, production process, or safety of health-related products. Consequently, regulatory compliance serves as an important mechanism for reducing information asymmetry between business actors and consumers.

Marketing authorization constitutes a central element of business compliance because it requires products to undergo administrative and technical evaluation before being distributed. The Indonesian Food and Drug Authority (BPOM) plays an important

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role in evaluating and supervising natural medicines to ensure compliance with applicable requirements. A business actor that distributes a product without the required authorization bypasses an important layer of regulatory control and potentially exposes consumers to products whose safety, quality, or efficacy has not been adequately established.

Business compliance also extends beyond obtaining authorization. Business actors are expected to maintain compliance throughout the product life cycle, including production, labeling, advertising, distribution, and post-market activities. Compliance should therefore be viewed as a continuous business responsibility rather than a one-time licensing obligation. This perspective is particularly important because products that initially comply with regulatory requirements may still become subject to violations during subsequent production, distribution, or marketing activities.

From a management perspective, regulatory compliance can function as a risk-management mechanism. Compliance reduces the likelihood of administrative sanctions, legal disputes, product recalls, reputational damage, and consumer harm. Conversely, non-compliance may create both legal and economic risks for business actors because regulatory violations can affect consumer trust and the sustainability of business operations.

C. Consumer Protection and Information Asymmetry

Consumer protection is closely connected to business compliance because consumers depend substantially on business actors to provide safe, legal, and accurately described products. Law Number 8 of 1999 concerning Consumer Protection guarantees consumers' rights to comfort, security, and safety in obtaining and using goods and services. Consumers are also entitled to receive accurate, clear, and honest information concerning products offered by business actors. These rights are particularly important in the natural medicine market because consumers may have limited technical knowledge regarding ingredients, manufacturing processes, safety standards, and regulatory status.

The distribution of unregistered natural medicines creates a significant information asymmetry between business actors and consumers. Business actors generally possess greater knowledge regarding product composition, production processes, distribution channels, and regulatory status, whereas consumers frequently rely on labels, advertisements, testimonials, and promotional information when making purchasing decisions. This imbalance can increase consumer vulnerability, particularly

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when natural medicines are marketed through persuasive health claims (Dewi, 2022). The problem becomes more complex when consumers interpret the term “natural” as an automatic indication of safety.

The consumer protection framework therefore requires business actors to provide truthful product information and comply with applicable regulatory requirements. Compliance with marketing authorization requirements contributes to consumer protection because authorization provides an institutional mechanism for evaluating products before they enter the market. Accordingly, business compliance and consumer protection should not be treated as separate regulatory objectives but as interconnected elements of responsible market governance.

D. Regulatory Supervision and Enforcement Challenges

The Indonesian regulatory system provides preventive and corrective mechanisms for controlling natural medicine distribution. Pre-market supervision operates through registration and marketing authorization, while post-market supervision involves inspection, sampling, laboratory testing, monitoring of distribution channels, and product withdrawal when violations are identified. BPOM therefore plays a central role in ensuring that products entering and remaining in the market comply with applicable safety and quality requirements. The effectiveness of these mechanisms, however, depends on institutional capacity, technological support, monitoring coverage, and coordination among relevant stakeholders.

The growth of e-commerce, social media, and digital marketplaces has created additional challenges for regulatory supervision. Digital platforms allow business actors to reach large numbers of consumers rapidly while enabling sellers to modify accounts, product descriptions, and distribution channels with relative ease. These characteristics can complicate the identification and monitoring of businesses distributing unregistered natural medicines. The increasing use of digital channels therefore requires regulatory supervision to adapt from predominantly conventional inspection toward more integrated digital monitoring.

Enforcement is another important determinant of business compliance. Administrative measures and, where applicable, criminal enforcement provide mechanisms for responding to violations and discouraging repeated non-compliance. The effectiveness of enforcement depends not only on the availability of sanctions but also on consistent implementation, institutional coordination, evidence collection, and the ability to identify responsible business actors. Accordingly, regulatory enforcement

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should be supported by systematic monitoring and technological capabilities that enable violations to be detected and addressed efficiently.

E. Integrated Consumer Protection and Business Compliance

The analysis demonstrates that consumer protection and business compliance constitute interconnected dimensions of natural medicine market governance. Consumer protection is strengthened when business actors comply with marketing authorization, safety, quality, labeling, advertising, and distribution requirements. At the same time, effective consumer protection mechanisms can encourage greater business accountability by increasing regulatory oversight and reducing opportunities for non-compliant products to enter the market. The relationship between these dimensions is summarized in Table 2.

Table 2. Consumer Protection and Business Compliance Framework

Dimension	Regulatory Instrument	Implementation	Expected Outcome
Preventive protection	Health regulations and BPOM regulations	Registration and marketing authorization	Reduction of unregistered products entering the market
Business compliance	Health and pharmaceutical regulations	Compliance with safety, quality, labeling, and distribution requirements	More accountable business practices
Consumer information	Consumer Protection Law	Accurate, clear, and honest product information	Reduced information asymmetry
Market supervision	BPOM regulatory framework	Pre-market and post-market monitoring, inspection, sampling, and product withdrawal	Early detection of non-compliant products

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Enforcement	Health and consumer protection regulations	Administrative and/or criminal measures where applicable	Deterrence and accountability
Consumer recovery	Consumer Protection Law	Business responsibility and available dispute-resolution mechanisms	Protection and recovery of consumer rights

Source: Authors' analysis based on Law Number 8 of 1999, Law Number 17 of 2023, and relevant regulations.

The framework indicates that the primary challenge is not necessarily the absence of regulatory instruments but the gap between regulatory requirements and their implementation. The continued identification of unregistered natural medicines demonstrates that formal requirements alone cannot guarantee business compliance. Effective protection requires continuous supervision, consistent enforcement, accessible information, and active participation from business actors and consumers.

The findings further indicate that digital distribution requires a broader understanding of business compliance. Compliance should encompass not only the legality of products but also the accuracy of digital marketing information, traceability of sellers, and responsible distribution practices. Cooperation among BPOM, government institutions, law enforcement agencies, digital platform operators, business actors, and consumers is therefore relevant to strengthening market supervision.

From a management and business perspective, compliance should be integrated into business risk management rather than treated solely as an external legal obligation. Businesses that maintain regulatory compliance can reduce legal, operational, reputational, and consumer-related risks while supporting more responsible market development. Conversely, non-compliance may generate regulatory sanctions and undermine consumer trust, particularly in a market where product safety and credibility are central to purchasing decisions.

Overall, the findings demonstrate that consumer protection against unregistered natural medicines depends on the interaction between effective regulation, business compliance, regulatory supervision, enforcement, and consumer awareness. Marketing authorization provides an important preventive mechanism, while post-market supervision and enforcement address violations that occur after products enter the market. Strengthening these mechanisms through digital monitoring, institutional

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coordination, responsible business practices, and consumer education can contribute to a safer and more accountable natural medicine market.

DISCUSSION

The distribution of natural medicines in Indonesia operates under a strengthened regulatory framework established by Law Number 17 of 2023 concerning Health, which expands the scope of pharmaceutical preparations to explicitly include natural medicines and reinforces marketing authorization as a mandatory pre-market control instrument. Business compliance requires actors to obtain authorization from the Indonesian Food and Drug Authority (*BPOM*), meet safety, efficacy or benefits, and quality standards, and maintain continuous adherence throughout production, labeling, advertising, and distribution activities rather than treating authorization as a one-time obligation. Non-compliance, particularly the distribution of unregistered products, bypasses essential regulatory evaluation and elevates both legal and operational risks for business actors, including potential administrative sanctions, product recalls, and reputational damage. From a management perspective, regulatory compliance functions as an integrated risk-management mechanism that supports legitimate market participation while reducing consumer exposure to unverified products.

Consumer protection under Law Number 8 of 1999 guarantees rights to safety, security, and accurate product information, rights that become especially critical in the natural medicine sector where consumers possess limited technical capacity to verify composition, manufacturing processes, or regulatory status. The circulation of unregistered natural medicines generates pronounced information asymmetry, as business actors hold superior knowledge of product details while consumers rely primarily on labels, advertisements, and promotional claims, often interpreting the term "*natural*" as an inherent guarantee of safety. Digital platforms and e-commerce channels intensify these vulnerabilities by enabling rapid distribution, easy modification of seller accounts, and widespread dissemination of persuasive health claims that complicate monitoring and verification. Consequently, business compliance and consumer protection operate as interdependent dimensions of market governance rather than isolated regulatory objectives.

Effective control of natural medicine distribution depends on the coordinated operation of pre-market authorization and post-market supervision mechanisms, including inspection, sampling, laboratory testing, and product withdrawal, all of which require adequate institutional capacity and technological support from *BPOM*. The

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expansion of digital distribution channels necessitates a shift from conventional inspection toward integrated digital monitoring capable of tracing sellers and verifying product claims across online marketplaces and social media. Enforcement measures, both administrative and criminal where applicable, serve as essential deterrents, yet their effectiveness hinges on consistent implementation, inter-agency coordination, and the ability to identify responsible actors. Overall, consumer protection against unregistered natural medicines emerges from the sustained interaction among regulatory standards, continuous business compliance, proactive supervision, consistent enforcement, and heightened consumer awareness.

Previous empirical and regulatory analyses reinforce these findings by demonstrating that strengthened pre-market controls and continuous post-market surveillance remain indispensable for reducing the circulation of non-compliant traditional and natural medicines. Studies mapping Indonesian regulatory reforms between 2020 and 2024 confirm that *BPOM* regulations have prioritized compliance assurance and Good Manufacturing Practices while aligning with ASEAN and international benchmarks for herbal product safety (Kashuri & Yanuar, 2025). Documentation of pharmaceutical adulteration cases from 2022 to 2025 further illustrates persistent gaps in surveillance consistency and the need for proactive risk governance to address increasingly diverse undeclared substances in traditional medicines (Kashuri, 2025). Analyses of digital-market distribution highlight that unregistered products continue to reach consumers despite existing legal frameworks, underscoring the necessity of expanded online monitoring and clearer withdrawal procedures (Tiara et al., 2025). Complementary assessments of traditional medicine practices emphasize that substantive legal provisions exist under Law Number 17 of 2023 and the Consumer Protection Law, yet implementation challenges related to supervisory capacity and public awareness limit their protective impact (Romlah et al., 2024).

Additional research supports the interconnected nature of consumer protection and business accountability in herbal and traditional medicine markets. Comparative examinations of European regulatory pathways demonstrate that marketing authorization and traditional-use registration serve as critical instruments for balancing consumer access with safety evaluation, while incomplete claim assessment can perpetuate information asymmetry (Gatt et al., 2024). Indonesian-focused legal analyses of traditional medicines containing pharmaceutical chemical substances (*BKO*) reaffirm that preventive supervision combined with administrative and criminal sanctions

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constitutes the primary mechanism for safeguarding consumer rights under current health and consumer protection statutes (Meirin Azzahra et al., 2026). Reviews of regulatory frameworks for natural health products across multiple jurisdictions consistently identify post-market surveillance capacity and enforcement consistency as decisive factors in determining whether formal registration requirements translate into actual market safety (WHO comparative analyses, 2025). Collectively, these studies indicate that formal regulatory instruments alone are insufficient without continuous institutional monitoring, business accountability, and consumer education.

The research findings establish that consumer protection against unregistered natural medicines depends on the dynamic interplay among an expanded regulatory framework under Law Number 17 of 2023, continuous business compliance with marketing authorization and quality standards, and adaptive supervisory and enforcement mechanisms capable of addressing digital distribution challenges. Marketing authorization functions as a foundational preventive control, yet its protective value materializes fully only when supported by post-market monitoring, consistent sanctions, and reduced information asymmetry between producers and consumers. Prior studies corroborate that regulatory strengthening, risk-based surveillance, and multi-stakeholder coordination remain essential for closing the gap between formal requirements and market realities. Strengthening digital monitoring capacity, institutional coordination, responsible business practices, and consumer awareness therefore constitutes a coherent pathway toward a safer and more accountable natural medicine market in Indonesia.

CONCLUSION

This study concludes that the distribution of unregistered natural medicines in Indonesia is governed by a comprehensive legal framework under Law No. 17 of 2023 on Health. The findings indicate that marketing authorization serves as a key preventive protection instrument by ensuring the safety, efficacy or benefits, and quality of natural medicines before they are distributed to consumers. Therefore, the distribution of unregistered natural medicines represents not only a violation of administrative requirements but also a failure of business compliance with the health product control system, potentially exposing consumers to health risks. The study further finds that consumer protection is normatively supported by the integration of Law No. 17 of 2023 on Health and Law No. 8 of 1999 on Consumer Protection. However, the effectiveness of this protection remains affected by gaps between legal requirements and

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implementation, particularly in response to the growing distribution of natural medicines through digital platforms. Effective consumer protection therefore requires stronger regulatory supervision, consistent law enforcement, improved business compliance, and greater consumer capacity to identify product legality and potential health risks.

Future research should examine the effectiveness of consumer protection against unregistered natural medicines through empirical approaches. Such studies could investigate consumer experiences, levels of business compliance, and the effectiveness of regulatory supervision by the Indonesian Food and Drug Authority (BPOM), particularly regarding product distribution through *e-commerce* platforms and social media. Empirical evidence would provide a more concrete understanding of the gap between regulatory requirements and their implementation in business practices.

Further research could also explore digital supervision models and interinstitutional collaboration to prevent the distribution of illegal health products. An interdisciplinary approach integrating legal, health, consumer protection, business compliance, and digital technology perspectives would contribute to developing a more adaptive consumer protection framework in response to changing patterns of trade and natural medicine distribution.

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