



## HFMA UPDATE

by Esther Mills-Roberts  
HFMA Communications  
Manager

# HealthyDoesIt: the purpose, the plan

The year 2021 was one of realignment for us all. Plunged head-first into Covid-related adaptions to sales strategies, marketing methods and retail recommendations, we had no choice but to embrace change. In the thick of it all (and with the added layer of post-Brexit challenges), our industry soon discovered that consumers were more switched-on about natural health products than ever before.

The HFMA's own Health of the Nation Survey 2020: Lockdown Focus confirmed what many had observed. Nearly a third of those questioned had started taking supplements that year, with more seeking information from their doctors and online, and 41.6 per cent doing 'personal research'.

This diversion to digital was a seismic shift for many who were most familiar or comfortable with in-store shopping. In fact, today's frequent narratives around the need for face-to-face encounters highlights just how far our online psyche has taken shape.

So, here we find ourselves in the juxtaposition of redefining a consumer natural product experience that balances online information and purchase in high street health stores. This was something that the HFMA saw coming as far back as the spring of 2020, when HealthyDoesIt was borne from a vision to keep natural products and health store retailers at the forefront of consumer thinking.

The team was small, the vision was mighty. The launch was quick. The promises of support were strong, and the retailer response was positive. That was all that the HFMA needed to hear to affirm the purpose. And so, the plan began.

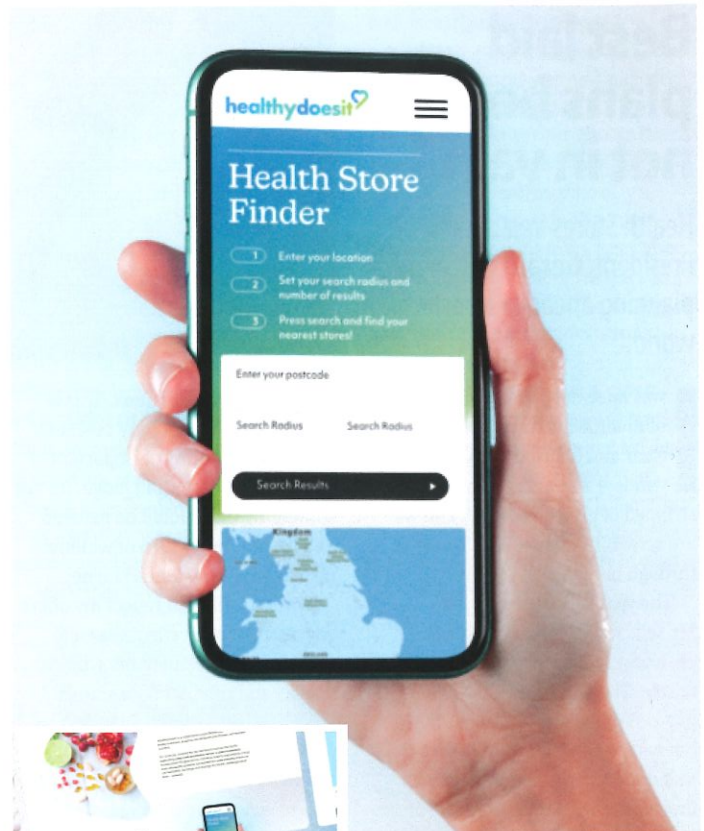
It is true to say that nothing like HealthyDoesIt had existed in this industry before; a website to serve HFMA members, retailers, and consumers, with no direct commercial sell, aimed at driving footfall into high street health stores. A winning formula that appeased all took some time to crack, but we're there.

After dialogue and discussions with stakeholders, we know that giveaway-led campaigns that drive consumers to the website purposes the vision for HealthyDoesIt in a way that works. HFMA members get brand exposure via the giveaways, retailers gain access to high quality content with constant health store affirmations, and consumers get a friendly, but scientific read with clear calls to action. As ever, high quality expert information remains the bedrock of everything that we do, as can be expected from HFMA, as the authoritative voice of the natural health industry. And so, HealthyDoesIt is a place where we can all unite with one vision, one purpose.

The latest Mintel report, *Vitamins and Supplements UK, 2021*, informs us that there's been a -3.3 per cent dip in retail value sales of vitamins and in health stores over 2020 to 2021. This compares to the +10.1 per cent change in 2019-2020. Positive, as sales are up on pre-pandemic levels. However, in the same period, direct selling (including online) was up +24 per cent, and many companies and retailers found themselves, for the first time, really ramping up their online presence to keep engaged with the consumer to safeguard sales and thankfully for many, to create new sales opportunities.

We move into 2022 more confident, resourced and engaged. We are reaching out to external organisations to increase our consumer reach and messaging. The website has been extensively reviewed, updated and refreshed, with increased optimisation, improved search function and brand new consumer, retailer and member areas to make it the go to place for the trusted, reliable and accurate information that all work so hard to create.

January brings HealthyDoesVegan, with information about what companies must do to gain vegan approval, get real nitty gritty questions about whether meat can



be mimicked, about vegan food innovation and about whether a vegan diet and lifestyle is one that should include supplementation. This campaign has HealthyDoesIt's hallmark giveaway, but is strengthened with increased expert information from Jayney Goddard, Suzie Sawyer and Rob Hobson, whose consumer messaging is spot on for our demographic; 75 per cent female, age 45-plus. And even whilst this is happening, we're pushing forwards into HealthyDoesMenopause, planned for April and May.

## GET INVOLVED

HFMA Members with product sold in health stores can contribute product to the giveaways

HFMA Members and retailers can submit generic content, with a sound scientific foundation, for inclusion on the HealthyDoesIt website, and retailers can upload positive stories from their stores.

Please contact [hello@healthydoesit.org](mailto:hello@healthydoesit.org)

This is a great example of the work that we undertake at the HFMA on behalf of 140-plus member companies. If your company is not in membership and you would like to help us in our efforts to protect this great industry and benefit from the gold-standard services we provide, you should join the HFMA at the earliest opportunity. To learn more about our activities, please contact [graham@hfma.co.uk](mailto:graham@hfma.co.uk)

**HFMA membership is vital to ensure that your company keeps abreast of the fast-changing regulatory environment. The HFMA is the UK's best source of information and most effective defender of our industry's interests. To help the HFMA defend your business at this most critical time contact [hfma@hfma.co.uk](mailto:hfma@hfma.co.uk) or call 020 8481 7100.**

