



50
YEARS
1965-2015

THE VOICE OF THE NATURAL HEALTH INDUSTRY

Bulletin Board

News, information and comment

The voice of
the natural health
industry



Helping a nation to be healthier

We are becoming more and more familiar with the current parliament following this year's general election, and the HFMA, celebrating its 50th Anniversary year, recently held its latest parliamentary reception in the Churchill Room in the House of Commons. It was wonderful to see so many of our member companies at the event as we looked back on the last 50 years, but more importantly look forward to the next 50.

We saw a lot of new faces from our industry at the meeting and, in spite of it being on a day when parliamentarians were preoccupied with the Prime Minister's speech following the Paris terrorist attacks and the latest G20 Summit, a number of them came along.

The announcement of the HFMA's support for the launch of the new Micronutrients and Health All Party Parliamentary Group (APPG) by HFMA chair Robert Taylor, and the speech given by Dr Marilyn Glenville on the findings of the expert round-table group that met earlier this year to discuss micronutrient initiatives for



Dominic Holmes
is director and co-founder of Cress Ltd, and an HFMA Council member

the next 50 years were the highlights of the day.

In Marilyn's excellent speech, she mentioned the great good that our

“Type 2 diabetes is classed as a ‘lifestyle disease’, costing the NHS £9 billion a year”

industry can do in helping consumers to live healthier lives, but also how it can help in reducing the costs of the NHS in a number of key areas. One example she cited is type 2 diabe-

tes, which is classed as a ‘lifestyle disease’, costing the NHS £9 billion a year. Also with osteoporosis, one in two women *will*, not *may*, develop osteoporosis after the age of 50, and the cost to the NHS is £5 million per day which will only rise as the ageing population increases. These are just some of the areas in which the products of our industry can help in future.

Politicians of all parties tell us that the NHS is their priority and they often spar with one another to say that they are doing more. We hope that this new APPG can help the discussion in this area and provide a focus for how we might prevent people from getting ill, rather than dealing with them when they actually become ill.

It would therefore be a good thing if at the next HFMA reception in parliament we have a minister in attendance, for two reasons: to show that they are taking seriously their desire to protect our industry, and to demonstrate that they really mean business when they say they want to help a nation to be healthier!

News: Vitamin D and fitness levels

The benefits of vitamin D continue to be a key focus in the national consumer media, with the latest research showing it to lower blood pressure and boost exercise performance. In the data released by Queen Margaret University, it emerged that those who took vitamin D were able to cycle 30% further after two weeks than those taking placebo, but showed lower signs of exertion.

Whilst consumer media attitudes towards supplements fluctuate wildly, it is reassuring to see robust research supporting the positive effects of micronutrients which responsibly enhances the reputation of key vitamins for millions of UK consumers.

Getting the best from the HFMA ... from Westminster to Brussels

Whilst as an industry we may feel far removed from the decisions on regulations and food law that are made in both Westminster and further afield in Brussels, being a member of the HFMA gives you a direct link to the debates that will go on to shape our industry. HFMA members can take advantage of the association's key contacts with the DoH, MHRA, FSA, Defra, BIS, BExG, TSI, CAP/ASA, MPs, MEPs, UK Government Ministers, EU Commission, etc.

You can also benefit from HFMA memberships and partnerships with EHPM, IADSA, IHTA and FPB. The HFMA's expertise here helps it to proactively lobby legislators and officials, and ensure the interests of responsible manufacturers and distributors are effectively represented.

NEWS ... AMAZON REMOVES INAPPROPRIATELY LABELLED ECHINACEA AND DEVIL'S CLAW PRODUCTS

Earlier this year the HFMA worked with The Medicines and Health products Regulatory Agency (MHRA) and the website Amazon to remove more than 100 St John's wort products from sale, and similar action has now been taken on a number of other herbal supplements.

Last month around 40 unlicensed echinacea products and 70 unlicensed devil's claw

products – all from non-EU countries and making non-authorized health claims – were removed from the amazon.co.uk website as a result of the collaboration.

Of the delisted products, many echinacea items sold on amazon were making illegal claims around immunity, with the banned devil's claw products misleading consumers on arthritis and pain wording.

Not only is it essential to protect our HFMA member companies who invest heavily in marketing products that do comply to regulations, but it is vital to show consumers that the products they see for sale in our shops and websites are safe and regulated.

This is an issue which remains a key priority for the HFMA, and we will continue to work closely with the MHRA by provid-

ing further examples of other products inappropriately labelled for the UK market, including online marketplaces such as Amazon and eBay.

