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# NaturalProducts

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with this  
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## Editor's comment



### The end of several eras

This past month, the dramatic headlines have been ceaseless. Everything has changed, on a national and industrial level. 22 August: Tree of Life and The Health Store entered administration. 6 September: Boris Johnson stepped down as PM, and power was transferred to Liz Truss; both visited Queen Elizabeth II at Balmoral. 8 September: news of the Queen's death sent ripples of shock across the globe; her son succeeded to the throne as King Charles III, his grief and the burden of responsibility colliding publicly under bright media spotlights.

The end of several eras has come.

Before you read our special coverage of the events concerning Health Made Easy Group (p4-5) let's remember that behind any story of administrators and acquisitions are real people losing their bread and butter. Our hearts go out to the dozens of staff who were affected by redundancy. Seeing profiles updated to 'Looking for work' on LinkedIn gave the headlines a very human face.

With Truss now at the political helm you might be wondering what she'll do for your business, for your life. Aren't we all? Predictions are being made from all sides, but on Twitter – an hour after the result was confirmed – Green Party co-leader Carla Denyer wrote: "Liz Truss being selected to become PM, by such a small and unrepresentative group of people, is a disaster for the UK and the climate. The reported plans to encourage the oil and gas industry will do nothing to help households as they struggle with eye-watering energy bills."

And as for the King? Once a close ambassador of the organic sector and a serious environmental campaigner throughout his life, his commitment to the preservation of the natural world may now, inevitably, take a back seat. While he's being dubbed the 'activist king', royal custom dictates that the Monarch stays politically neutral and merely 'rubber stamps' legislative policy without having actual parliamentary input. He will have the ear of Truss once a week, but how extensive can his influence be on green issues with the crown upon his head? Will tradition reign supreme or will we find ourselves with a modern Monarch who rewrites the royal handbook?

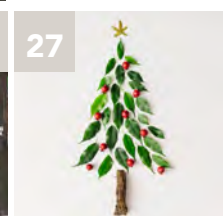
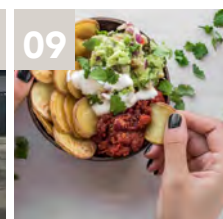
A new chapter in the story of Britain has begun – let's just hope sustainability stays central to the narrative.

Rosie Greenaway

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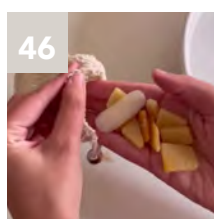
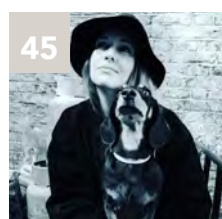
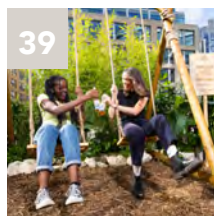
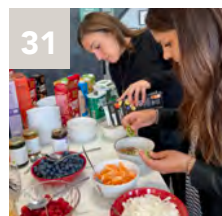


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Jim Manson puts the kettle on for some winter-warming functional brews

## NaturalProducts news

### OUR EDITORIAL POLICY

- Natural Products News aims to inform and entertain health food retailers, suppliers and others in the natural healthcare movement by communicating news, opinions and ideas from all sectors of the industry
- NPN seeks to encourage the professional and business-like development of the industry while safeguarding the principles on which the health food movement was founded
- NPN's writers work independently of the advertising department. Stories about manufacturers and their products are judged solely on their merit and published if considered to be of interest to retailers

### Important Notice

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# From administration to acquisition

Over the summer two major wholesalers owned by Health Made Easy Group – Tree of Life and The Health Store – entered administration, while two further brands – Higher Nature and Peppersmith – were bought out. **Rosie Greenaway** tracks events as they happened

**V**ia statements on their websites on 22 August it was confirmed that Tree of Life (TOL) and The Health Store (THS) had entered administration.

The management of the ‘affairs, business and property’ of both major health food wholesalers went into the hands of joint administrators Chris Pole and Ryan Grant of Interpath Advisory, who were appointed to act as insolvency practitioners by the Institute of Chartered Accountants in England and Wales.

Health Made Easy Group – which also owned Peppersmith and Higher Nature until August when both brands were bought out – did not initially release a statement concerning the developments, although *NPN* understood it was their intention to do so.

The news followed rumours in July that the business was preparing for administration; Health Made Easy Group told *NPN* that the group had recently ‘undertaken a reorganization of the business, which has included management’ and was ‘looking to realign its banking facilities to fit and support its revised strategy’.

“The group is facing up to the challenging circumstances of inflation impact and supply issues, as are many businesses at this time. We are working collaboratively alongside our long-standing suppliers and customers,” it said.

## Retailer reaction

When the news was made public Niki Davies, owner of Chester Health Store, told



*the health store*

*NPN* reporter Matt Chittock that she felt ‘sad and angry’: “The management have let an awful lot of retailers down. For weeks we’ve not been able to order what we wanted. [Tree of Life] staff had been a bit vague and then I saw from Facebook that they’ve gone into administration. I asked them if there [was] actually any stock in the warehouse on 17 August.

“Before they demutualized I was on the committee with a couple of other retailers. We fought really hard against this demutualization. We were just

trying to tell as many people ‘Do not vote for demutualization, I know you’ll get your shares money’ – but, you know, in the longer term, it’s not a good thing.

“That was beginning of the end, in my opinion, anyway. Retailers have been kept in the dark. The only reason that we started questioning things was when trying to go on their web ordering and whole ranges were out of stock on basic items. And it turns out, they’ve not been paying the bills. And they were screaming at retailers. I

had one invoice for £118 that was overdue. I got a red email for it.

“I’m just going to have to try and find another wholesaler. I’m quite lucky in that we don’t sell that much food here and most of my supplements come direct from suppliers.”

## A sector ‘stunned’

Avril McCracken, administrator for the National Association of Health Stores (NAHS), made the following statement: “The loss of Tree of Life and The Health Store will be felt right across our entire industry. Not only was THS a valued patron of the NAHS, but the company was actually set up via the NAHS in 1932 to serve the newly evolving health food trade. Our thoughts are with all of the staff who have lost their jobs and we are currently working with our members to help them overcome this heavy blow to their supply chain.”

Helen Kennefick, founder of Health and Wholefood – a sales agency which works with health brands – told *NPN* she was ‘stunned’ by the ‘sad’ developments: “We were in very regular communications with The Health Store especially, and my thoughts go out to all of the wonderful employees who suddenly find themselves without employment as well as the many suppliers who have outstanding invoices – some of which, I understand, are considerable and will have lasting impacts on their businesses.”

As to how it would affect her own business, Kennefick said: “Fortunately we have always advised the brands





we represent to spread their availability – and as such, risk – throughout the industry to ensure strong distribution routes to all areas of the UK. Only one brand has been affected and I spent [a] morning organizing new routes to market for them, minimizing their exposure before any issues arose. I am sure many brands who are reliant on TOL and THS for their sole distribution will find the recent developments ... hugely stressful. Thankfully we have many fabulous wholesalers who service the stores either on a national or regional basis and I am sure that they will do their best to help these brands as quickly as possible."

Among the brands serviced by Health and Wholefood, the general reaction was 'one of shock'. "Though many had considered one or the other closing after the purchase of The Health Store by the Health Made Easy Group, no one foresaw this happening. The independent health store market has always been one of adaptability and support and I am sure this will clearly be seen in the coming days, weeks and months. With inflation as it is, the industry continues to move forward during already difficult trading times and I wish all the very best for those hit with redundancies and hope that they find new employment swiftly."

#### THS sold to Hunt's Food Group

On 1 September an Interpath Advisory press release confirmed that THS had been sold to Queenswood Natural Foods owner, Hunt's Food Group, with the sale taking place a day earlier.

The sale has allowed THS to resume trading 'in a slightly different format', according to a letter addressed to retailers from Thomas Hunt, MD of Hunt's Food Group.

In the letter, seen by NPN, Hunt confirmed that the acquisition enabled the group to retain 'some of the key members of The Health Store team, who at this stage

will be focusing on distributing the VMS, THS pre-pack and other non-food and bulk commodity lines out of the Nottingham site' – a move the buyer describes as 'keeping true to their team first value'.

At the time of entering administration THS employed 88 members of staff at its Nottingham head office. Prior to the purchase, Hunt's Food Group employed more than 450 staff and reported a turnover of £110 million.

THS-branded ambient, chilled and frozen goods became available for order through Queenswood Natural Foods.

"We look forward to working with the new team members from The Health Store and learning from their wealth of knowledge in the industry," Hunt wrote. "This investment from the group brings greater choice to our customers and complements our commitment to having the most competitive, comprehensive range available. We have exciting plans for the brand and are looking forward to developing these in the future."

Interpath MD Pole thanked 'all those who helped to deliver this transaction within a short timetable' and wished the group 'every success in the future'.

"We're pleased to have concluded the sale of The Health Store brand and its assets to Hunt's Food Group, ensuring it will continue to trade and providing certainty for those employees who will transfer to the new owners. Hunt's Food Group has an excellent reputation within the industry, and has broadened both its produce and service offerings in recent years to supply natural products to farm shops, independent stores, coffee shops and online retailers."

At time of publishing, no buyer for TOL had yet been confirmed.



# HFMA Bulletin

Matthew Smith, general counsel,  
Holland & Barrett International



## HFSS regulations: opportunities and obstacles

Latest predictions estimate that 71% of the UK population will be overweight or obese by 2040. This carries considerable risks to the health and wellbeing of those individuals and increases pressure on already strained public health services, resulting in the introduction of restrictions of High (saturated) Fat, Sugar and Salt products (HFSS).

While no doubt challenging to implement, this attempt to slow down the spread of obesity is primarily welcomed by those with the nation's health in mind. These restrictions affect some retailers and manufacturers more than others, but even those whose core focus is natural health and wellbeing face challenges.

As the technical guidance came to the fore, so did issues with the Nutrient Profiling Model (NPM), used as a basis for legislation, ambiguous category definitions and subsequent effects on healthy food innovation.

While the NPM was subject to rigorous scientific scrutiny and is supported by the independent Scientific Advisory Committee on Nutrition, a scale of healthiness may be more appropriate than a black and white approach. The binary nature of the NPM suggests a customer may not be motivated to purchase a healthier option in each food category – for example, opting for chocolate cereal with refined sugars as opposed to a no refined sugar and high-fibre alternative of granola as they're both deemed to be unhealthy under the NPM.

The existing model doesn't consider portion sizes, meaning 'treat foods' intended to be consumed in small quantities are pulled

into scope of the regulation. The NPM also treats all calories equally. The concern is it may inadvertently push companies towards innovation in synthetic ingredients to replicate the perception of fat and use intense artificial sweeteners. The model is now over 17 years old and doesn't account for changes in UK dietary recommendations.

As for retailers, the responsibility for compliance rests with them, yet applying the model requires some nutritional and ingredient information knowledge that is unavailable on product packaging. Without a central database of the information required to apply the NPM, retailers are left to determine if a product is in an affected category and whether it is healthy or less healthy. The categorization of products by a retailer is primarily focused on retail operations and does not necessarily reflect the HFSS categories – leaving much open to interpretation.

While the NPM and the regulation have their flaws, the mission to reduce obesity is commendable and businesses should endeavour to support achieving this goal. We need to embrace the regulation and turn the obstacles into opportunities where we can. The HFSS regulations give manufacturers and retailers an opportunity to encourage purchase of healthier food options – be that new or existing product development.

We are continuing to see innovative developments across the industry, particularly in the world of snacking, with manufacturers exploring a host of exciting ingredients and transforming products – along with our eating habits.

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*



The Health Food Manufacturers' Association (HFMA) is the voice of the natural health industry. For further information, advice or details about membership, visit [www.hfma.co.uk](http://www.hfma.co.uk)

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# Patrick Holford

Patrick Holford is a nutritionist, author and leading commentator on natural health

## Omega-3 and B vitamins – the brain's dynamic duo

**T**wo studies have now confirmed that one plus one equals three as far as B vitamins and omega-3 is concerned for your brain function. The first, by Oxford University's Frederik Jerneren, found that people with mild cognitive impairment given high-dose B vitamins had no beneficial effect on brain shrinkage if their blood omega-3 status was low, but if they had sufficient omega-3 they had 73% less shrinkage, no further memory decline, and 30% ended the year-long trial with a clinical dementia rating of zero! This is a remarkable result given that the best drug has only achieved a 2% reduction in shrinkage and no clinical benefit at all.

This finding led another trial called B-proof – that had tested the effects of B vitamins on cognitive function in age 65+ adults but found only modest effects on cognition – to test their omega-3 status from frozen blood samples taken at the start of the trial. They found the higher the omega-3 DHA level the greater was the improvement in cognition. This finding was published in June in the *European Journal of Nutrition*.

The reverse may also be true. For example, a study of healthy 50 to 75-year-olds who were given 2,200mg a day of omega-3 fish oils for six months not only reported significant increase in executive functions – one aspect of cognition that is a hallmark of Alzheimer's – but also beneficial structural changes in white matter integrity and grey matter volume in the brain. The cognitive improvement correlated with blood levels of omega-3. But what about B vitamin status?

A person's homocysteine level in the blood indicates how good they are at 'methylation' – a process dependent on B6, B12 and folate. Three in five over-60s have raised homocysteine levels, above 11mcmol/l, indicating increased rate of brain shrinkage. Much of this is thought to be due to declining ability to absorb vitamin B12 with age, made worse by antacid and diabetic medication. Homocysteine is not only the best indicator of Alzheimer's risk but is known to directly damage the areas of the brain linked to Alzheimer's.

dendritic tentacles reaching out to other neurons. These are analogous to electrical wire cables, mainly being the insulating fatty membrane. Fat shows up as white, so this is the 'white matter' seen in brain scans. Without enough omega-3 the white matter loses 'integrity', which is what the above study found. Neurofibrillary tangles are part of this kind of degeneration, with signals not getting through. Homocysteine raises tau, a protein linked to neurofibrillary tangles, and the next target for drug research. But upstream is a lack of vitamins and raised homocysteine.

However, not everything is black and white. Grey matters. What shows up as grey in brain scans is more the body of neurons, which includes the cell's protein-rich nucleus. As these start to break down you get less density of grey matter and a shrinking brain.

Homocysteine may also raise amyloid protein, with produces amyloid plaque, another sign of Alzheimer's pathology in the brain.

The membrane of brain cells is made of fat. Over 90% of that structural fat is omega-3 DHA. The DHA has to be bound to 'phospholipids', rich in eggs (lecithin is a vegan source of phospholipids). But the 'binding' needs methylation which needs B vitamins. So neither can work without the other.

Homocysteine also damages the tiny blood vessels bringing nutrients, fuel and oxygen to neurons. A study published earlier this year found that having raised homocysteine meant a person was ten times more likely to have cognitive impairment and 17 times more likely to have damage to these micro-blood vessels in the brain. According to researchers from the US National Institutes of Health, the dynamic duo of homocysteine-lowering B vitamins and omega-3 status account for, at least, a third of the risk for Alzheimer's.

To find out more visit [foodforthebrain.org/preventing-alzheimers-disease/](http://foodforthebrain.org/preventing-alzheimers-disease/)

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*



## Wonky vegetables set to become the norm this winter

**THE NATIONAL** Farmers' Union (NFU) has advised supermarkets to accept more 'wonky veg', as crop quality is expected to be impacted by drought.

Produce on shelves could become smaller and bear more defects as autumn advances, the NFU warns, with carrots, onions, potatoes, apples and Brussels sprouts expected to be most affected.

Jeremy Knox, professor of agricultural water management, Cranfield University, told the BBC that the British public can expect to see a difference in quality of produce as a result of consecutive heatwaves.

The NFU called on supermarkets to extend more flexibility to growers, while they deal with the knock-on effects of a hot, dry summer. The British Retail Consortium (BRC) confirmed in August that arrangements

were already in place; shortly after, discounter LIDL announced it would start selling 'stunted crops'.

"Consumers have been conditioned to believe that a potato looks a certain way," comments Tom Bradshaw, VP of the NFU, adding that 'we need to be more relaxed about appearance' if we are to avoid further price rises during the cost of living crisis.

NFU president Minette Batters wrote an open letter to the Conservative Party during the leadership race, urging the future leader to 'take seriously' the ambitions of the National Food Strategy, emphasizing that 'farmers can achieve so much for our country' – but, she wrote, 'farmers' confidence about the future is low'. "My members will therefore be looking to you ... to see what you will offer our sector."

## Free period products become law in Scotland

A BILL unanimously approved by MSPs in November 2020 has come into effect, making Scotland the first country in the world to offer free period products to anyone who needs them.

The Period Products (Free Provision) (Scotland) Bill places a legal duty on local authorities to make free pads and tampons available to all. The bill – introduced in April 2019 by Monica Lennon MSP to tackle period poverty – was passed by a vote of 121, with no objections or abstentions.

"This is another big milestone for period dignity campaigners and grassroots movements which shows the difference that progressive and bold political choices can make," comments Lennon.

"As the cost of living crisis takes hold, the Period Products

Act is a beacon of hope which shows what can be achieved when politicians come together for the good of the people we serve."

A day ahead of the bill becoming law, the MSP took to Twitter: "Women, girls and people who menstruate should never face the indignity of period poverty."

The issue of 'period dignity' made headlines again days later with the controversial decision to appoint a man to the role of period dignity officer in Tayside. The successful candidate, Jason Grant, was due to implement the free period products scheme in the area and lead a regional campaign to spread awareness of the law – but the role was subsequently scrapped after his appointment received widespread criticism.

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### How dense is your brain?

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## Turmeric health claims prohibited in Italy

HEALTH claims linked to turmeric-based health food supplements have been prohibited by the Italian Ministry of Health, as it issues a warning to be used on labels.

The action follows 20 cases of hepatitis which have been diagnosed in Italy, reportedly linked to the use of turmeric-containing food supplements; other similar reports of adverse effects have been reported in France. This has triggered concern from some stakeholders that turmeric food supplements could become restricted in the EU under Article 8, EU Regulation 1925/2006.

Italian healthcare professionals routinely prescribe food supplements to patients, Luca Bucchini, managing director of Hylobates Consulting, told *NutraIngredients* – and

high-concentration curcumin is popular. “These two factors may have contributed to a series of adverse effect reports involving the liver, some of them serious.

“In response, regulatory action was taken in 2019 with new warnings and some limitation on claims on turmeric (which Italy allows pending EU harmonization). There was discussion on the role of piperine in this case, but no limits were imposed, nor was an upper limit to curcumin imposed (con-



trary to Belgium, France and other Member States).

“Industry had brought reassuring evidence to the discussion. It is now obvious that the adverse effects have not gone away and that cases of acute hepatitis of unknown origin can be linked to at least some turmeric extracts.”

The Italian Ministry of Health’s latest assessment states that causes of adverse reactions ‘probably lead back to reactions of an idiosyncratic nature’, however a specially established interdisciplinary group of experts have deemed that due to cases of hepatotoxicity ‘it [is] necessary to expand the specific warning inserted in 2019 for supplements containing extracts and preparations of curcuma longa ... for consumer protection’.

## 100-plus cities worldwide host Seed the City events

MARKING the one-year anniversary of the Plant Based Treaty, 100-plus cities around the world have hosted Seed the City events to encourage the public to ‘grow their own’ herbs and vegetables and ‘improve access to healthy, sustainable food’.

Toronto, Tel Aviv, Mexico City, Buenos Aires, Montevideo, Santiago, Lima, Los Angeles, Mumbai, Naples and Bristol are among the cities which took part on 31 August.

During the events, climate campaigners distributed thousands of packets of herb and veg seeds, while calling on councils to ‘endorse the Plant Based Treaty to tackle emissions from animal agriculture and attributed deforestation – a key driver of the climate emergency’.

“Plant Based Treaty campaigners are working with cities to advance food security and the accessibility of healthy plant-based foods in order to promote the importance of mitigating the climate crisis by growing organic vegetables in community gardens and city

orchards,” comments Anita Krajnc from the Plant Based Treaty. “We can all be part of the solution and fight climate change with diet change by growing our own food.”

The treaty, which proposes a shift to a plant-based food system, is backed by 18 municipal governments.



## Growth predicted for Spanish plant-based market

PROVEG Spain has partnered with VeganaGal to produce research into the main drivers of meat reduction in Spain – and they’re predicting growth for the plant-based sector.

Said to be the ‘largest survey ever carried out on the eating habits of the Spanish flexitarian, vegetarian and vegan population’, it reveals the most popular reason for reducing meat and dairy is ‘empathy for animals’, followed by sustainability.

The survey, involving 2,749 citizens, identifies social media networks and documentaries as the biggest drivers of plant-based dietary changes.

“The data ... not only helps to gain an in-depth understanding of why people reduce or cut out meat altogether, but it also makes it easier for governments and the private sector to better create and direct their actions to meet the needs of this increasingly relevant segment of the Spanish population,” says Verónica Larco, communications director, ProVeg Spain.

The research delivers key insights into the age demographic of Spain’s plant-based population, stating that this group is ‘young, but not as young as you might think’: 44% of flexitarians and vegetarians are aged between 25-34 and 27% are aged 35-44; 44% of vegans fall into the 25-34 bracket, with only 17% aged between 18-24.

The Spanish flexi and veggie consumer market is predominantly female-based, with 83% of flexitarians, 87% of vegetarians and 79% of vegans identifying as women.

The data also ‘breaks the myth’ that plant-based diets are for ‘city people’; 21% of flexitarians, 23% of vegetarians and 26% of vegans surveyed reside in towns or villages, demonstrating ‘high representation’ in the rural environment.

Based on its research – and the fact that among vegans ‘42% had previously adopted a vegetarian diet, and 13% a flexitarian diet’ – ProVeg says it’s expecting imminent growth in the vegan and vegetarian population.



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## NAHS rebrands to Health Stores UK

AS PART of a major brand refresh, and coinciding with it taking over the HealthyDoesIt initiative, The National Association of Health Stores (NAHS) has changed its name to Health Stores UK.

The rebranding of the 91-year-old organization is backed by a print and digital marketing campaign taglined 'Say hello to Health Stores UK' which will prominently feature a striking new Health Stores UK logo.

"The NAHS has a proud history spanning nine decades and has played a central role in the growth and development of the health food trade over that time," says Health Stores UK chair, Len Glenville. "So, the decision to change the organization's name hasn't been taken lightly. We believe that our new name – Health Stores UK – encapsulates the ambitious, forward-looking



retailer organization we are and is much more likely to grab the attention of key audiences. Having a shorter, more recognizable name will also help the association communicate with consumer audiences more effectively."

The move comes as Health Stores UK formally takes over the HealthyDoesIt consumer health initiative, which was launched by the HFMA during the pandemic and is built around a consumer website offering news, educational resources and special promotions. In June,

the HFMA announced that it would be gifting the HealthyDoesIt brand and website to the NAHS as the organization best placed to build on its success and drive it forward.

Health Stores UK is marking the handover with a new HealthyDoesIt campaign – Healthy Does Natural Pharmacy – to highlight natural health products and foods that can help with 35 minor ailments and conditions that the NHS has announced it will no longer issue prescription medicines for (including probiotics, vitamins and minerals).

## Tesco fisheries audited for risks to marine life

**SUSTAINABLE** Fisheries Partnership (SFP), the Royal Society for the Protection of Birds and Whale and Dolphin Conservation have completed an independent audit of the fisheries that supply seafood to Tesco.

The study examined the risks to ocean wildlife, including sharks, rays, seabirds and sea turtles from capture in commercial fisheries, commonly known as bycatch.

These audits are part of SFP's Protecting Ocean Wildlife initiative – of which Tesco is an early partner – which engages retailers, industry, and the entire supply chain in an effort to reduce marine wildlife bycatch.

"We're pleased to partner with Sustainable Fisheries Partnership to protect ocean wildlife and drive progress across the retail industry on this critical issue in seafood sustainability," says Anna Turrell, head of environment at Tesco. "Reducing fisheries bycatch is a vital element of our 'seascape' approach to promote healthy fish stocks and



**PROTECTING  
OCEAN  
WILDLIFE**

mitigate the impacts of fishing on the wider marine environment."

High potential bycatch risks identified in Tesco's source fisheries include: tuna fisheries utilizing longlines and purse seine gears utilizing fish aggregating devices; Alaskan salmon set/drift gillnet fisheries; and Icelandic cod gillnet fisheries.

Adds Ian Rolmanis, global markets deputy director at SFP: "As a result of the audit, Tesco can prioritize areas for change and use it as an example to encourage other retailers to take similar action to protect ocean wildlife through their sourcing practices."

## Borough Market puts sustainability at core of new trader standards

**REITERATING** its commitment to social and environmental responsibility, London's Borough Market has published a new *Food Policy* to provide an aligned approach not just to the food sold by traders but to everything that happens at the market.

The policy was implemented with immediate effect in August and sets standards for quality, environmental sustainability, social and economic sustainability, animal welfare, knowledge and transparency, opportunity, health, variety and accessibility.

The move highlights Borough Market's belief that it 'should provide the opportunity for people

of all backgrounds to buy the fresh ingredients and minimally processed products that underpin a healthy diet'.

"Many of the policy's principles can already be seen in practice across the market, but as a forward-thinking trust that has long set the pace for the wider food industry, we don't want to rest on our laurels," explains Shane Holland, Borough Market trustee and executive chairman of Slow Food in the UK.

"We know that there is still work to be done to ensure that these principles are applied meaningfully, consistently and transparently across the whole of Borough Market. Once

this has been done, the results should prove hugely beneficial to the market's customers, traders, tenants, staff and trustees."

Borough Market will set new standards for each category of food available there, and these will apply to all traders. The market's operations team is on hand to support existing traders to align with the policy.

Commenting on the move, Ruth Westcott, campaign coordinator from food and farming alliance Sustain, says: "We welcome Borough Market's new food policy which includes a great vision for how the market should operate responsibly for the environment and the community."





# Counter Culture

Scotland

## I think that women are now finding their voice



**WOODLAND HERBS** Woodland Herbs  
Complementary Medicine Centre

**W**e're definitely on the herbal side of things: we sell well over 200 different kinds of herbs. All our staff are highly trained to deal with common complaints. These can range from stomach complaints, stress, anxiety, sleep problems – things like that. Those are the mainstays of what we're about.

I've only been in the business two years. But anecdotally I think people's anxiety has been heightened by COVID-19, and the stress isn't reducing. People are just feeling even worse.

Another trend is women's health, which has become huge for us. We get dozens of women coming in every week to talk about the menopause and the perimenopause. That's a conversation we're having on a daily basis with customers. We've seen at least two today and it's not even lunchtime. I think it's because people don't feel they're being looked after by their GPs, so they come to us for advice.

**JEN GRAY,  
WOODLAND HERBS,  
GLASGOW**

The answer from GPs for so long is that you should take the pills, take the HRT, and it's all going to be fine. And if it's not then you're the one who's crazy! Women's health has been massively neglected by medical professionals. But I think that

women are now finding a voice – they're saying: 'We don't want to be feeling crap' and 'We don't want you to blame us for feeling crap when it's perfectly normal'.

One trend that annoys me is the number of people coming in and asking for chlorophyll or pine needles. It comes in waves when someone goes on TikTok and starts to chat about them. I don't think either of them are particularly useful. We've got loads of amazing green things that can help you – it's just that chlorophyll isn't one of them! You're not going to find fads here.

I think people see stuff on social media and then you have to have a conversation with them on why maybe it won't work for them. That's how the trends happen, but I'm not sure social media is really playing positively into our hands as yet.



### What's selling?

**VMS:** We sell Solgar, A. Vogel and Quest – I'd say that Solgar is our primary vitamin supplement. We sell them to accompany our herbal remedies.

**Natural beauty:** Shampoos, soaps and deodorants sell for us – anything you're going to find in the bathroom. Our focus is on holistic, natural and chemical-free – and we don't do cosmetics. We do have a Faith in Nature range, and stock Weleda. We're in the process of introducing Sukin too. We also offer our own range of oils and shampoo bases.



Keep in touch with  
**NaturalProductsNews**



**Matt Chittock** makes a beeline for Scotland to suss out what's driving sales for leading local independent health stores

## It has definitely been an adventure



**W**e're located in a seaside town about 20 miles from Inverness. Our store is primarily organic and all vegetarian. Our sales mainly come from specialist food – and we also do toiletries too. We have about 3,000 different lines in quite a small space. And if what customers want isn't on the shelf, we'll always try and order it in.

I've had the store for 12 years now. Before that, it was more of a sort of regular delicatessen. I was previously a nurse, and a nurse lecturer, and I just wanted to look at health from a different perspective. To be honest with you, I think that if I knew then what I know now I probably wouldn't have done it! It has definitely been an adventure.

We have quite a lot of regular customers who come in weekly or more than once a week to buy certain things. There is a caravan park, bed and breakfasts and hotels around town, so we get a lot of tourists too. It's a real mix of folks through the door. People arrive from the larger towns nearby to come to the

**SAM YOUNG, SKY DELIGHTS, NAIRN**

seaside and then they'll come in to see us.

We also do free eco deliveries on a Friday afternoon. My partner gets on his bike and does the rounds. He's like a modern Granville [from retail sitcom *Open All Hours*]. We started doing it during lockdown and see it as a community service for vulnerable people.

For the future [facing up to the cost of living crisis] I feel fairly confident that we've got enough people in the town that have enough income to still shop here. And then there's certain things we sell – like semolina, tapioca and polenta – that you can't get anywhere else in the town.

Annoyingly, Tree of Life was one of our wholesalers, but now they've gone into administration. We only had a couple of things from them, like Billy's Farm Biscuits, so it won't affect us that much. We still get weekly deliveries from Suma and Highland Wholefoods that keep us stocked up, plus a monthly order from CLF.



### What's selling?

**VMS:** We do the entire A. Vogel range. We've stopped doing Solgar now since they sold out to Nestlé. We also do a lot of BetterYou – that always does well with customers looking for vitamin D.

**Food:** We have a lot of local organic cheeses, which we source from the next town along. We've also got a whole wall of tea, which is very colourful to look at – it's a very varied stock. We do a lot of Hampstead, Yogi and Dragonfly, among others.

**Natural beauty:** We do a quite a bit of personal care including Weleda and Aloe Pura.

Instagram: @naturalproductsnews  
Facebook.com/naturalproductsmagazine  
Twitter: @NatProducts





# Menopause You've Got This!

## Menopause Complex

Nutritionist formulated with natural extracts including sage which helps with comfort during the menopause.

### VIRIDIAN

Effective | Ethical | Pure

Order and find out more about the full range | [info@viridian-nutrition.com](mailto:info@viridian-nutrition.com) | 01327 878050



# What's new in store

What's new in store is the definitive guide to the best new natural and organic products coming on to the market

## Panda Liquorice Chocolate Coated

Panda Liquorice are launching a new vegan product which will be available in health food stores in September. Panda Liquorice are using their famous soft black liquorice pieces which they have been producing since 1927. The liquorice pieces are made with all natural flavours and are coated in a smooth and creamy vegan chocolate which is made using rice milk. This new chocolate coated liquorice is a delicious on-the-go snack in a handy 110g bag which is resealable.



**Prices:** RRP £ 2.99

**Contact:** Bravura Foods Ltd Tel: 020 3086 8676  
www.bravurafoods.com

**Available from:** The Health Store, Suma, CLF, Grapetree, Queenswoods,

## Neuro-Logical

Palmitoylethanolamide (PEA) with vitamins B1, B6 and B12 - Lamberts® Neuro-Logical uses the highest quality palmitoylethanolamide (PEA) manufactured by OptiPEA®. OptiPEA is sourced sustainably and manufactured entirely in Europe using a patented production process. PEA is a fascinating nutraceutical ingredient that is often described as an 'alternative to cannabidiol (CBD)', given that the therapeutic actions of both compounds overlap in their biochemical roles in humans.

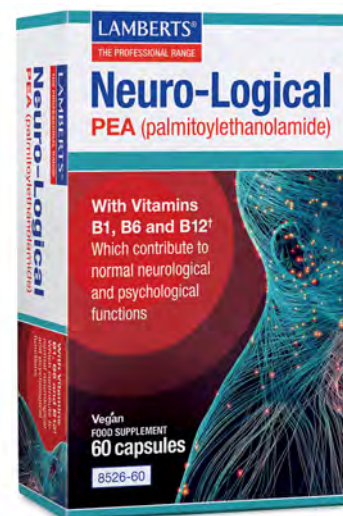
The body naturally produces PEA as a response to inflammation-induced discomforts and the efficacy of PEA has been demonstrated in multiple clinical trials. In addition, Neuro-Logical contains therapeutic levels of vitamins B1, B6 and B12, which contribute to normal neurological and psychological functions.

**Prices:** Trade £13.93 RRP £24.95

**Contact:** Lamberts Healthcare Ltd Tel: 01892 554313  
www.lambertshealthcare.co.uk

**Available from:**

Lamberts Healthcare Ltd Tel: 01892 554313 www.lambertshealthcare.co.uk  
Natural Health Products Tel: 02890 703100 www.nhproducts.com



## Organic Fresh Basil Pesto and Organic Tomato & Olive

The Real Olive Company are introducing two delicious, fresh organic vegan pesto's to their range.

These pesto's will appeal to consumers who are driven by taste and clean ingredients or just simply have a flexitarian approach to eating.

The Organic Fresh Basil Pesto is a vibrant vegan pesto that knocks the socks off any other vegan pesto out there! The rich and savoury notes are achieved by the use of pumpkin seeds along with plenty of Italian Basil & expertly blended by The Real Olive company's in house new product development Chef Charlie.

To compliment the Basil Pesto, the amazing tasting, award winning, vegan Organic Tomato and Olive Pesto, is perfect for a quick and easy mid-week meal bringing luscious, warm, deep flavours to your table! The sweet red peppers and savoury rich sun dried tomatoes are lifted by

the addition of fruity Kalamata olives to really harness the flavours of the Mediterranean.

The Real Olive company's products are always made using cold-pressed, unrefined oils as this keeps them at their tastiest whilst maintaining all of the goodness in the oils.

**'Love Life Eat Real'**

**Prices**

Trade £15.48 - 6 s  
RRP £3.49 - 4.00 per unit

**Contact**

The Real Olive Company  
Tel: 0117 950 1058  
www.therealolivecompany.co.uk

**Available from:**

Suma, CLF, Essential Trading



*Love LIFE  
EAT Real*



*Love LIFE  
EAT Real*



Solaray, the trusted No 1 for VMS in USA, Norway and Denmark since 1973, has recently launched its refreshed brand, 23 new products and seven categories – here's six brand new products available now or coming soon.

### Glucosamine Chondroitin MSM

Healthy joints and bones allow us to do the things we love, so we can achieve our ambitions and live brighter. The three ingredients in Solaray's Glucosamine Chondroitin MSM - with Vitamin C, MSM (a natural dietary source of sulfur) and glucosamine sulfate - work synergistically together to promote healthy joints, bones and cartilage. The lab-verified, gluten-free formula is manufactured using the highest quality, natural ingredients, rigorously tested for potency, purity and safety.



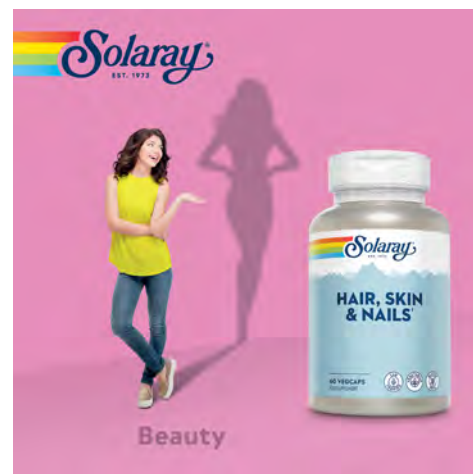
### Liposomal Vitamin C

Solaray's brand new Liposomal Vitamin C – part of its 11-product immunity range - is designed to help take care of your body and enable you to live brighter. Vitamin C is combined with fatty acids (liposomes) to encase nutrients and protect them from stomach acid and digestive enzymes, so they are delivered where they are needed most. Supporting the body's immune system, Liposomal Vitamin C is vegan, gluten free and is absorbed nine times more readily than Vitamin C from food - making it a potent and effective supplement to support your ambitions and activities.



### Hair, Skin & Nails

Solaray's new, gluten-free Hair, Skin & Nails formula features a combination of vitamins and minerals to support your hair, skin and nails, allowing you to look and live brighter. The formula contains an antioxidant-rich dried herbs and vegetables blend, along with Biotin, Selenium and Zinc help to maintain hair, and Copper to facilitate normal hair and skin pigmentation. To support healthy skin, the supplement combines Biotin, Niacin, Vitamin B2 and Zinc, while Vitamin C helps collagen formation, and Selenium and Zinc promote strong, healthy nails.



### Multivitamin

Solaray's brand new Multivitamin is a potent combination of essential vitamins and minerals to support overall health and wellbeing and help you live brighter. Part of Solaray's 'physical' category, each gluten-free capsule contains Vitamins B1, B2, B6 and B12, Vitamin A, Vitamin D, Vitamin C, Vitamin B6, Folic Acid, Iron, Zinc, Copper and Selenium, to support a healthy immune system, combined with Niacin, Biotin, Pantothenic acid, Calcium, Magnesium, Manganese, Folate and Pantothenic acid to help boost energy levels and reduce symptoms of tiredness and fatigue.



### Magnesium Citrate

Solaray's Magnesium Citrate promotes the faster and more efficient absorption of magnesium, particularly while enjoying sports and other physical activities. A vital mineral that boosts energy, magnesium supports healthy bones and muscles and helps balance electrolytes in the body, playing a part in hydration and muscle function through the production of proteins, DNA and the important antioxidant glutathione. Chelated with citric acid to increase absorption, Solaray's Magnesium Citrate is also beneficial for those with low stomach acid, supporting a healthy functioning digestive system, so you can live brighter.



### Omega 3-6-9

A potent combination of Omega 3, 6 and 9 fatty acids, Solaray's Omega 3-6-9 provides a variety of general health benefits to help you live brighter, whatever your age or ambitions. Combining the individual benefits of each omega fatty acid, this supplement can support healthy blood pressure, improve heart health and contribute to the maintenance of normal blood cholesterol levels, helping to reduce the risk of cardiovascular disease and support healthy growth and development. Omega 3 has also been shown to promote brain health, supporting overall mental health.

Coming soon - available by November 2022.



Available from CLF, Jumla and Independent Irish Health Foods, speak to your Natural Trade Brokers representative, or contact 0800 0851 697 or [customerservice@solaray.co.uk](mailto:customerservice@solaray.co.uk) [www.solaray.co.uk](http://www.solaray.co.uk)



## Menopause Complex

NEW Menopause Complex is an innovative combination of potent plant extracts to support a wide range of menopause symptoms, including sage which helps with physical and mental comfort during the menopause. A standardised extract from Bavarian hops, provides a well-studied phytoestrogen (8-prenylnaringenin (8-PN)) which can help with the tell-tale signs associated with the menopause, such as hot flushes, sweating, restlessness, and irritability. Lemon balm contributes to relaxation and supports sleep and the addition of saffron supports emotional balance and improved libido. Suitable for all stages of the menopause and ideal to take alongside Woman 40+ Multivitamin, Woman 40+ Omega Oil and Synerbio 40+ for optimum daily support.

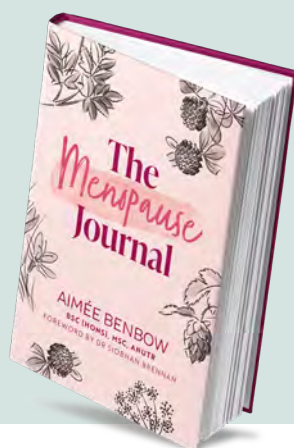
**Contact:** Viridian Nutrition Tel: 01327 878050



## The Menopause Journal

The Menopause Journal by Aimee Benbow BSc (Hons) MSc, ANutr is the essential guide to Track, Target & Thrive during the menopause. Every woman experiences menopause differently, 80% will have symptoms of varying degrees but finding the right support can be difficult. This practical 90-day journal helps women take control and enables them to identify, measure and track menopause symptoms, understand the impact of diet and lifestyle and build a bespoke support program with their independent health store advisor. With fully referenced nutritional information, physical and wellbeing exercises, this is a must-read for every woman 40+. Suitable for perimenopause, menopause and postmenopause. Available from Viridian Nutrition.

**Contact:** Viridian Nutrition Tel: 01327 878050



## Seggiano - Semi Fresh Herbs

We are delighted to introduce the new and unique range of Seggiano single-estate Organic Semi Fresh Herbs. Grown on a family farm near the Amalfi coast, our semi fresh herbs combine the intense aromatic flavour of fresh herbs with all the convenience of dried herbs.

A boon for professional chefs and aspiring foodies alike, these ever-fresh, ready to use herbs elevate easy home cooking to another level. Our organic basil, coriander, dill, mint, oregano, parsley, rosemary, sage and thyme are biodynamically grown and harvested when each is at its most potent, so even a smidgen is packed full of flavour.

**Prices:** Trade £2.15 RRP £3.60

**Contact:** Seggiano Tel: 020 7272 5588





# Nature

is the best healer

Organic, Vegan Supplements  
& Protein Powders











[thegoodguru.com](http://thegoodguru.com)




**MADE IN THE UK**



# Banking on immunity

There is much to fend off this coming season with soaring energy costs and the 'immune deficit' of colds, flu and COVID-19. Here, **Denise Barrett** looks on the bright side with a well drafted contingency plan





In the middle of the heatwave on 6 August, *The Times* ran the front page headline 'Winter of woe means long wait for patients'. Inside, the newspaper reported that a senior Government figure commented that the winter looked 'incredibly bleak' as an increase in COVID-19 infections and a resurgence of winter flu could push the NHS to breaking point.

On a humid, 24-degree temperature day, this read like a wake-up call – a reminder for our industry to be on its marks and geared up ready for the many consumers who'll be seeking out natural remedies and prophylactics in defence against the winter season.

#### Harnessing the force

Peer reviewed research recently published in *Frontiers in Pharmacology* reveals that a traditional cold and influenza herbal medicine containing a fresh herb extract of *Echinacea purpurea* reduced the incidence of respiratory tract infections (RTIs) and aided recovery from the symptoms of RTIs including COVID-19 and its subsequent variants in non-vaccinated and vaccinated adults.

The fresh, whole plant extract of *Echinacea purpurea* used in the study was the emblematic product Echin-aforce, supplied by Swiss herbal medicine manufacturers A. Vogel.

The randomized, controlled clinical study was conducted over a six-month period in Bulgaria, where there was a low uptake of COVID-19 vaccination.

From the 120 healthy participants aged between 18-75, individuals were randomly assigned to the verum group for treatment with *Echinacea purpurea* – or the control group. There were 60 participants in each group, and only five individuals in the verum group and seven in the control group had been fully vaccinated by the end of the study.

The results of the study were highly positive. They showed RTI risk was reduced by 25%; coronavirus risk by 48%; SARS-CoV-2 risk by 63%. Overall viral load was reduced by at least 99%

and viral clearance time was reduced by 4.8 days.

#### Ayurveda power blend

Andrographis Complex is a potent preparation developed by expert nutritionists at Viridian Nutrition and designed to keep coughs and sore throats at bay during winter. It contains scientifically studied andrographis leaf extract combined with vitamin C and zinc to provide therapeutic support for the immune system. The complex contains 100% active ingredients, with no fillers, binders or artificial additives.

Andrographis is renowned for its historic use in traditional Ayurvedic medicine. The natural extract is grown in India, in its native environment where the ideal climate helps to produce a high-potency extract.

Aimee Benbow, Viridian's technical director, explains: "Andrographis Complex contains a well-studied plant extract which has been used in many human clinical trials. The supplement formulation contains therapeutic levels of andrographis, blended with vitamin C and zinc to support immune health. This makes it the ideal supplement to include as one of the essentials for winter wellness support."

#### Top ten for immunity

Almost two in three Brits are finally aware of the

importance of vitamin D for optimal immune function, but that could be too little too late according to a new research review commissioned by the Health and Food Supplements Informa-

**"Supplementation with vitamin E, selenium, probiotics and prebiotics has been found to improve vaccination responses"**

tion Service (HSIS) and published in *Nutrition & Food Technology Journal*.

Reviewing evidence from more than 70 studies, lead author and nutritionist Dr Pam Mason found that no fewer than ten different nutrients are required for a normal, healthy immune system. These are vitamins A, C, D and E, B complex, iron, zinc, selenium, copper and omega-3 fats.

Mason comments: "Nutrition has a significant impact on immune function. There is also compelling evidence that vitamin deficiency can lead to poor vaccine response. For example, a meta-analysis of nine studies found that vitamin D deficiency led to less protection from flu vaccines. However, supplementation with vitamin E, selenium, probiotics and prebiotics has been found to improve vaccine responses."

#### Propolis vs antibiotics

The UK Health Security Agency (UKHSA) has recently published data which shows a reduction in antibiotic-resistant bloodstream infections.

However, they warn that this drop is likely to be temporary, the result of reduced social mixing and enhanced hand hygiene due to the pandemic.

The UKHSA has suggested that as we head to winter, cold symptoms will be on the increase and may be more prevalent than in recent years. Antibiotics, they say, should not be used to treat these symptoms as this could lead to accelerated antibiotic resistance – one of the most severe threats to public health, according to the World Health Organization.

James Fearnley, founder and CEO of Natures Laboratory, has been researching the application of medicinal propolis use for more than 30 years and believes his team has identified a solution to the problem of antibiotic resistance.

The company's research, which was conducted with Leeds Beckett University, demonstrates that propolis – a natural substance produced by honeybees – has been shown to increase the susceptibility of resistant bacteria to drugs which have become ineffective.





**Spot the deficiency**

BetterYou says that although it's mostly known for its antioxidant and anti-inflammatory mechanisms, zinc has a whole host of other benefits, from keeping our immune system in shape to ensuring we have a proper sense of taste and smell.

As with any nutrient, it's important to understand whether supplementation is required, and zinc has a unique method of indication. BetterYou experts Keeley Berry and Emily Simpson have harnessed that and come up with an inventive way to spot a zinc deficiency.

The Zinc Taste Test involves adding a small amount of aqueous zinc solution into the mouth and holding for 30 seconds. The taste sensation from this will provide an indication of zinc status. When the solution tastes like water – or in the case of BetterYou's Zinc Oral Spray, like lemon and lime – it suggests that a zinc deficiency is likely, and supplementation would be

beneficial. An immediate furry and unpleasant taste, however, suggests that zinc levels are adequate.

**Heartfelt innovation**

A life-changing family trauma for investment banker Gareth Meyer set him on the path to creating his liposomal supplements company, Lipolife. In 2007, within a space of six months, Gareth's father was diagnosed with the rare neurological disease amyotrophic lateral sclerosis (ALS) and his mother was confirmed to have breast cancer.

Computer programmer Meyer and his father, Cornelius, who had a PhD in organic chemistry, began exploring the possible reasons behind the ALS diagnosis. They worked avidly to better understand the diagnosis, turning to nutrition and food supplements. The pair learnt a lot about nutrient absorption and potential limitations, which led them to a technology that already existed in the pharmaceutical world: liposomal encapsulation.

The revolutionary nanotechnology was being explored by nutraceutical manufacturers due to a liposomal supplement's ability to offer drastically improved nutrient absorption.

Meyer built on the work he started with his father, who sadly passed away in 2010. Collaborating with integrative medicine doctors and specialist practitioners in the UK, his research project into liposomal products evolved into Lipolife.

There's a silver lining, too. Meyer's mother is now in good health and the business has grown exponentially, investing over £1.5 million into a pharmaceutical-standard manufacturing site in Essex, with new product lines and innovations within liposomal encapsulation technology to be unveiled.

**Immunity in store**

Greens Health Food Shop has been in Lincoln since 1909 and prides itself on

**CHOC-FULL OF GOODNESS**

Imagine putting aside all your daily supplements and munching on a chocolate bar with an equal quota of nutrients. Well, that's what British brand Sheer Element says it has achieved with Sheer Immune.

Sheer Immune took over three years to create and is made with high levels of vitamins A, C, D, K2, magnesium, selenium and zinc, for day-to-day

energy and to help protect against seasonal illnesses. Alongside are vitamins B6, B12 and B9. In all, says the brand, each bar contains 22 vitamins, 72 minerals, prebiotics, antioxidants and medicinal mushrooms.

Sheer Immune chocolate is raw, refined sugar-free, vegan-friendly and made from organic cacao beans sourced from small-scale Peruvian farmers.

## MELORA 525 MGO Manuka Lozenges

**Melora**

E-mail: [wecare@melora.co.uk](mailto:wecare@melora.co.uk)  
[www.melora.co.uk](http://www.melora.co.uk)

Melora's Manuka Lozenges are the only high-grade Manuka Lozenges, combined with Natural Vitamin C (Blackcurrant) and Vitamin D (Lemon) and Zinc, alongside the soothing qualities of peppermint oil, perfect for the upcoming cold and flu season. Manuka honey is known for its antimicrobial activity, 525 MGO grade Manuka Honey which is perfect for your customers this winter. Melora Lozenges are made with 525 MGO Manuka Honey, available in either Lemon or Blackcurrant natural flavours. All Melora Lozenges are 90% Organic, as natural as can be.

Available direct via: Health & Wholefoods or CLF.



## Propolis Winter Mixture

**Bee Health Propolis**

Tel: 0800 7316006

E-mail: [sales@beehealthpropolis.com](mailto:sales@beehealthpropolis.com)

[www.beehealthpropolis.com](http://www.beehealthpropolis.com)

Winter can leave your immune system running low, making you more susceptible to coughs and colds. Bee Health Propolis Winter Liquid is a versatile way of accessing the benefits of this wonderful, natural ingredient.

Propolis is a natural substance collected by honey bees from buds and trees containing tree resin, essential oils, waxes and bioflavonoids.

Propolis offers an array of benefits for many ailments and is one of nature's richest sources of bioflavonoids for immune support.



## BetterYou Immune Health Oral Spray

**BetterYou Limited**

Tel: 01226 814030

E-mail: [salesteam@betteryou.com](mailto:salesteam@betteryou.com)

[www.betteryou.com](http://www.betteryou.com)

Essential for supporting the immune system, BetterYou's new Immune Health Oral Spray delivers a scientifically formulated blend of vitamins A, C and D, zinc, and selenium directly to the bloodstream via the inner cheek, for optimal absorption.

Providing smart nutritional support, the pill-free supplement contributes to the protection of cells from oxidative stress whilst reducing tiredness and fatigue, which can hinder the body's ability to defend against infection.

Housed in 100% recyclable, planet-friendly packaging, the great-tasting natural plum and pomegranate flavoured spray utilises naturally sourced ingredients and is certified vegetarian and palm oil and palm oil derivative free.





offering a one-to-one holistic service. The independent store is owned and run by Karen Boulton.

"We are selling a lot of immunity products," she says. "People seem very aware since COVID that it's essential to maintain the immune system and they're a lot better informed now."

"For many customers, A. Vogel Echinaforce is top of mind. I wouldn't be without Echinaforce Sore Throat Spray in store, and Bronchaforce and Bronchasan are brilliant for irritating coughs. Also, Natures Aid's new range contains an immune support liquid for children aged four to 12 years. It gets the thumbs-up from my grandson."

"We also sell a lot of Viridian, and Lamberts BetaGlucan and Immuno-Strength. Since COVID, people are even starting to think about gut health in reference to immunity, and Optibac does a great range of probiotics – one specifically for the immune system."

# Hot Stocks

## Powered by plants

In a vegan-friendly, one-a-day format, MONAT Immune Support is designed to prop up the immune system during times of stress with echinacea, a custom blend of mushrooms, a B vitamin multi-complex, 500% NRV of plant-based vitamin D and 100% NRV of zinc, selenium and vitamin C.

## Vital for winter

Blending propolis with herbal extracts and soothing honey, BeeVital Propolis Syrup with Elderberry & Honey is an alcohol-free remedy for sore throats and winter coughs, appropriate for adults and children. Congestion is relieved with peppermint oil; immunity is supported with vitamin C; and liquorice, thyme and ginger extracts relieve chesty discomfort.

## Meet the mullein leaf

The mullein plant is naturally rich in flavonoids and a source of vitamin C, potassium, calcium, iron, magnesium, manganese, phosphorus and selenium. Nature's Answer captures those properties in its Mullein Leaf Liquid Herbal

Extract, offering a concentrated extract equivalent to 2,000mg of mullein leaf per serving.

## Sunshine in a sachet

This certified Carbon Negative, on-the-go vitamin sachet from YourZooki provides 'a smart way to get your vitamin D'. Liposomal vitamin D3 and K2 offer immune support, with the vegan-friendly vitamin D 'lipid-wrapped' to protect it throughout digestion. Users are recommended to take one Mixed Berry flavoured sachet a day.

## Pure protection

PROTECT is a new collagen immune product from Pura Collagen. Containing IMMUPEPT – scientifically-backed bioactive collagen peptide – the powder dissolves easily in water and is 100% naturally flavoured with ginger root and vitamin C-rich blood orange, helping to promote the production and function of immune cells.



# KEPTA Immunity care concept



KEPTA developed a range of unique formulas targeted to support a variety of functions playing a vital role in overall health and wellbeing.

KEPTAIMMUNE® is a dry extract of Cat's Claw inner bark. Cat's claw has been used as a traditional medicine by the indigenous Amazonian peoples for at least 2000 years to help relieve fever, wounds, joint inflammation and many other health conditions. That's why this plant is also known as the "lifegiving vine of Peru". Existing studies show that Cat's claw may help benefit at wide range of health problems, including immune system deficiencies and different chronic inflammatory conditions.

With 70-80% of immune cells being present in the gut, there is an important connection between the gut microbiota and the immune system. To support this "Gut-Immunity axis" we developed KEPTABIOM® - an advanced synbiotic formula, containing well-studied live bacteria strains and prebiotic fibre. KEPTABIOM® is a new generation synbiotic designed using modern technology

protecting live bacteria from the harmful effect of stomach acid and other environmental factors. KEPTABIOM® is aimed to complement the gut microbiome and support general immunity.

A healthy liver is a vital for an adequate immune response to pathogens. KEPTALIVA Complex® is an advanced herbal formula developed to support liver, gallbladder and digestion. KEPTALIVA Complex® contains standardised extracts of Artichoke, Milk thistle, Schisandra chinensis, Andrographis paniculata, Black radish and is enhanced with Bromelain. 1 capsule provides: silymarin - 80 mg, bromelain - 25 mg, cynarin - 7.5 mg, andrographolides - 2 mg, schisandrin - 1 mg.

KEPTALIT® is a dry extract of Phyllanthus spp. (Stone breaker). Stone breaker has a long history of use in the treatment of liver and gallbladder diseases, kidney and bladder problems, gastrointestinal disorders, intestinal parasites and diabetes.

All products are blister packed for protection from air and moisture.

KEPTA LIMITED

E-mail: [kepta@kepta.co.uk](mailto:kepta@kepta.co.uk) | [www.kepta.co.uk](http://www.kepta.co.uk)



## Bio-Kult Boosted

Bio-Kult, ADM Protexin Ltd

Tel: 01460 243230

E-mail: [info@bio-kult.com](mailto:info@bio-kult.com)

[www.bio-kult.co.uk](http://www.bio-kult.co.uk)

Bio-Kult Boosted is a unique multi-strain live bacteria formulation targeting the digestive and immune systems. With the same great 14 strains of live bacteria found in the original Bio-Kult, proven to survive the high acidity of the stomach, but at 4 times the concentration. In addition, Bio-Kult Boosted also contains vitamin B12 which contributes to the normal function of the immune system. Bio-Kult Boosted can be taken every day as part of a healthy lifestyle, it does not need to be refrigerated and can be taken alongside antibiotics, whilst travelling and by vegetarians.



## NEW Vitamin D3 Spray 1000iu

BioCare Ltd

Tel: 0121 433 3727

E-mail: [customerservice@biocare.co.uk](mailto:customerservice@biocare.co.uk)

[www.biocare.co.uk/vitamin-D3-Spray-1000iu](http://www.biocare.co.uk/vitamin-D3-Spray-1000iu)

Our new Vitamin D3 Spray is a high potency vitamin D3 in a great tasting natural lemon flavoured liquid, providing 1000iu vegan vitamin D per spray for optimum support. Vitamin D is required for the normal functioning of the immune system and muscles, and helps form and maintain strong bones. The Department of Health recommends everyone to supplement with 400iu of vitamin D during the autumn and winter. Ensuring vitamin D is properly absorbed is essential. Our Vitamin D3 Spray can be conveniently sprayed into the mouth to benefit from enhanced nutrient absorption through the mouth mucosal tissue.



## High-Strength Immune Support

Vega Nutritionals Ltd

Tel: 07734 908367

[www.provenprobiotics.co](http://www.provenprobiotics.co)

Urgent-C Everyday Immune Support is designed for long-term use, providing continuous support to immune function. All of the active nutrients have substantial evidence of immune-boosting effects – notably in reducing infection risk and severity of URTI.

- 1000mg vitamin C - shown to reduce duration of URTI by 8-18%.
- Lab4 - clinically shown to reduce URTI in children and adults.
- Zinc - shown to reduce duration of URTI when taken upon symptom onset.
- Vitamin D - recently shown to reduce risk of URTI.
- Beta glucans - in several studies shown to reduce risk of URTI.

Made with real freeze dried orange puree for an authentic orange taste. Makes a delicious effervescent drink when mixed with 100-200ml water.



## Yogi Tea® Immune Support Organic

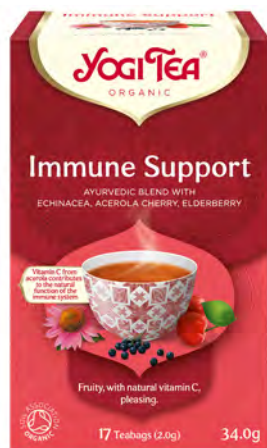
Yogi Tea distributed by Euro Food Brands

Tel: 01604 821200

E-mail: [sales@eurofoodbrands.co.uk](mailto:sales@eurofoodbrands.co.uk)

[www.yogitea.com/en](http://www.yogitea.com/en)

Nature is a powerful ally. Live in harmony with nature and trust in her miracles. Some of these miracles have been brought together in YOGI TEA® Immune Support: in addition to a varied and balanced diet as part of a healthy lifestyle, vitamin C from the acerola cherry can help naturally support your immune system. With slightly tart echinacea and fruity elderflower, this tea creates a pleasing flavour experience that leaves you feeling comforted. For a perfect brew, pour 200 ml of freshly boiled water over the teabag and allow to infuse for 5 minutes.



## LungForte®

HealthAid Ltd

Tel: 020 8426 3400

E-mail: [sales@HealthAid.co.uk](mailto:sales@HealthAid.co.uk)

[www.HealthAid.co.uk](http://www.HealthAid.co.uk)

LungForte® - Immune Booster

We can control to an extent what enters our bodies through diet, but we often have very little control over the air that we breathe. Toxic air pollutants can have a major negative impact on lung function and respiratory conditions. Lungforte tablets are specially formulated with Vitamin A, which contributes to the maintenance of normal mucous membranes, Vitamin C, which contributes to the protection of cells from oxidative stress and Vitamin D, which contributes to the normal function of the immune system. It also combines the most beneficial amino acid and naturally sourced antioxidants for optimum respiratory support. LungForte® retails at £17.99 for 30 tablets. Contact HealthAid Ltd on 020 8426 3400 for purchase and stockist information or visit [healthaid.co.uk](http://healthaid.co.uk).



## Winter Remedies from Helios

Helios Homeopathy Ltd

Tel: 01892 511555

E-mail: [retail@helios.co.uk](mailto:retail@helios.co.uk)

[www.helios.co.uk](http://www.helios.co.uk)

Established in 1986 Helios is a leading pharmacy and manufacturer of homeopathic medicines. Our 18 remedy kit, suitable for all the family, contains some of the most frequently used homeopathic remedies for winter ailments such as coughs, colds, fevers, sore throats and flu, plus other minor ailments and first aid complaints that can be safely treated at home. This compact and versatile kit comes with a comprehensive booklet to help with remedy selection and is a great addition to the first aid cabinet or to take traveling.





# Immune Support

## For All The Family





## Nature's Answer Sambucus Elderberry

Kinetic Natural Products Distributor  
Tel: 08450 725 825

E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

Trust Nature's Answer to deliver Sambucus products for the whole family this winter. With super-concentrated extract of elderberries (up to 12,000mg per serving) used in every formula and combined with other hero immune ingredients, such as echinacea, slippery elm, sage, astragalus, propolis and more. The range includes: Sambucus Kids Liquid Formula, Sambucus Elderberry Extract, Sambucus Extract Spray (ideal for use on-the-go and can be used in conjunction with other Nature's Answer products), and Sambucus Immune. All products are vegetarian and gluten-, alcohol- and preservative-free, and made with over 100 quality control checkpoints per bottle.



## Lamberts® 600mg Free Form NAC

Lamberts Healthcare Ltd  
Tel: 01892 554313

E-mail: [ordering@lambertshealthcare.co.uk](mailto:ordering@lambertshealthcare.co.uk)  
[www.lambertshealthcare.co.uk](http://www.lambertshealthcare.co.uk)

The COVID-19 pandemic has intensified research on compounds being investigated for their anti-inflammatory and immuno-modulatory effects. One such compound is the semi-essential amino acid N-acetylcysteine (NAC), a precursor of the antioxidant glutathione. Glutathione performs many functions throughout your body, such as fighting cellular damage, helping to maintain your immune system and disrupts the bonds of mucus proteins to decrease mucus viscosity, thereby facilitating its clearance. Lamberts® high quality, one-a-day capsules provide 600mg of free form N-Acetyl Cysteine for easier absorption. Manufactured in the UK, in premises that operate to stringent pharmaceutical standards of GMP. Suitable for both vegetarians and vegans.



## Planet Paleo Organic Bone Broth Powders

Living Planet Distribution  
Tel: 020 3176 9982

E-mail: [sales@livingplanetdistribution.com](mailto:sales@livingplanetdistribution.com)  
[www.livingplanetdistribution.com](http://www.livingplanetdistribution.com)

Bone Broth Collagen Protein blends are a great way to enjoy the timeless culinary tradition of bone broth. Bone Broth is a nutrient-dense food rich in collagen protein, hyaluronic acid, glucosamine, chondroitin, and minerals. Planet Paleo offers a range of broths with additional organic vegetables and spices such as turmeric, oregano and ginger to boost defences and give a rich, satisfying flavour that can be enjoyed on its own or in savoury recipes. There is an additional range of Sports Protein blends in Chocolate or Banana & Vanilla flavours, which mix well with shakes and smoothies to support fitness and an active lifestyle.



## Propolis Syrup with Elderberry & Honey

BeeVital Propolis  
Tel: 01947 602346

E-mail: [info@beevitalpropolis.com](mailto:info@beevitalpropolis.com)  
[www.beevitalpropolis.com](http://www.beevitalpropolis.com)

BeeVital Propolis Syrup is a delicious blend of propolis, herbal extracts and soothing honey. Added vitamin C supports the body's immune system and peppermint oil helps relieve congestion. Propolis is known to be highly anti-inflammatory, antibacterial and antiviral, making it the perfect active ingredient in a winter remedy. Elderberry, liquorice, thyme and ginger extracts relieve the pain and discomfort of coughs and colds as well as contributing to the syrup's anti-inflammatory properties. BeeVital Propolis Syrup is alcohol free, so it's a fantastic natural remedy for children as well as adults. Soothe sore throats and winter coughs with BeeVital Propolis Syrup.



## Vitamin D3 Complex

New Leaf Products  
[www.new-leaf-products.com](http://www.new-leaf-products.com)  
E-mail: [support@new-leaf-products.com](mailto:support@new-leaf-products.com)  
[www.new-leaf-products.com](http://www.new-leaf-products.com)

Our unique vitamin D3 complex contains Vitamin D3, Zinc, Turmeric & Elderberry. Each active ingredient can help with immunity and bone health as well as supporting many other health factors. Each bottle contains 180 easy to swallow tablets which will last up to 6 months.



## Elderberry & Echinacea Tea by NutraTea

NutraTea  
Tel: 020 3146 7150  
E-mail: [info@nutratea.co.uk](mailto:info@nutratea.co.uk)  
[www.nutratea.co.uk](http://www.nutratea.co.uk)

NutraTea® Elderberry & Echinacea Tea is 1 of 22 herbal blends that has been formulated to help support the immune system whilst helping to aid recovery from the cold and flu. This resilient herbal blend contains 100% active, sustainably sourced ingredients with no added flavourings, oils or excipients enabling each biodegradable tea bag to be reused up to 3 times throughout the day. Containing 40% Echinacea and 60% Elderberry, it helps support the health of the upper respiratory tract and proper functioning of the body's defensive system for a delicious cup of herbal tea that is sweet yet subtly tart.





## Olbas

Lanes Health,  
Tel: 01452 524012  
E-mail: [sales@laneshealth.com](mailto:sales@laneshealth.com)  
[www.laneshealth.com](http://www.laneshealth.com)

Olbas has been helping relieve symptoms of colds and sniffles for generations and remains the nation's favourite decongestant oil<sup>1</sup>. With cough, cold and flu remedy sales set to rise 7.8% this year<sup>2</sup>, Olbas is proud to provide a range of winter remedies suitable for all the family. Olbas Oil is a decongestant oil that is made with a combination of natural and essential plant oils including eucalyptus, mint, clove, juniperberry and cajuput to effectively relieve congestion. Olbas Oil is suitable for adults and children aged three months and over.



IRI Total Decongestants category, Volume sales, 52 weeks ending 9th July 2022. Total UK

Mintel Insights | OTC Analgesics, Cough, Cold and Flu Remedies - UK - 2022

## SOiL Immunity Essential Oil Blend

Pravera Ltd  
Tel: 01557 870203  
E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)  
[www.soilorganics.co.uk](http://www.soilorganics.co.uk)

Prevention is always better than cure! The SOiL Immunity Blend has been formulated with a cleansing and zesty fusion of lemongrass, benzoin, tea tree and thyme organic essential oils to guard against illness. This blend is great to use during the winter months, either in a diffuser to purify the air or mixed with a carrier oil for skin application and for use in massage. SOiL Organic essential oils are certified COSMOS Organic, are vegan and not tested on animals.



## Live Brighter with Liposomal Vitamin C

Solaray  
Tel: 0800 0851697  
E-mail: [customerservice@solaray.co.uk](mailto:customerservice@solaray.co.uk)  
[www.clfdistribution.com](http://www.clfdistribution.com)  
[www.jumla.co.uk](http://www.jumla.co.uk)  
[www.iihealthfoods.com](http://www.iihealthfoods.com)

Solaray's new Liposomal Vitamin C is designed to help take care of your body and enable you to live brighter.

Vitamin C is combined with fatty acids (liposomes) to encase nutrients and protect them from stomach acid and digestive enzymes, so they are delivered where they are needed most.

Supporting the body's immune system, Liposomal Vitamin C is vegan, gluten free and absorbed nine times more readily than Vitamin C from food - making it a potent, effective supplement to support your ambitions and activities.

To find out more contact your Natural Trade Brokers representative or call us direct. [solaray.co.uk](http://solaray.co.uk)



## TOGETHER HEALTH IMMUNITY RANGE

TOGETHER HEALTH  
E-mail: [hi@togetherhealth.co.uk](mailto:hi@togetherhealth.co.uk)  
[www.togetherhealth.co.uk](http://www.togetherhealth.co.uk)

Together Health's range of vegan immune boosting supplements help to maintain wellness during the cold autumn and winter months. Their whole food Vitamin C is made with pesticide-free oranges and lemons and includes all the natural constituents of these vibrant fruits to improve absorption, retention and utilisation of vitamin C in the body.

Their vegan, plant-based active form of vitamin D3 is produced from sustainable wild harvested lichen. They include a base of organic coconut oil, to enhance the absorption and assimilation of this essential vitamin.

Their zinc is just as nature intended - organic certified and made from standardised guava leaf extract. It is completely free of chemicals and Contains naturally occurring co-nutrients such as flavonoids, polyphenols, ursolic acid, essential oils and tannins for improved absorption.



## Bee prepared daily immune formula

Unbelievable Health  
Tel: 020 7993 2471  
E-mail: [hello@unbelievablehealth.co.uk](mailto:hello@unbelievablehealth.co.uk)  
[www.unbelievablehealth.com](http://www.unbelievablehealth.com)

A Daily Wellness and Skincare Essential! Multi award-winning Bee prepared daily immune supplement is formulated by nutritionists combining highest quality ingredients with studies behind their use for helping support immunity and which have natural antibiotic and antiviral properties including bee propolis, black elderberry, beta glucans and more. A healthy immune system (& several of the ingredients) are shown to aid breakouts, skin repair, cold sores & other skin issues. Therapeutic amounts are included and the concentrated formulas contain no fillers or excipients so fewer are required. Suitable for children and to take year-round. Via CLF, The Health Store /Queenswood, Bionature, Jumla & Wholefoods Ireland.



## DIP Daily Immune Protection

Wholesale Health Ltd  
Tel: 01606 889905  
E-mail: [sales@wholesalehealthltd.co.uk](mailto:sales@wholesalehealthltd.co.uk)  
[www.wholesalehealthltd.co.uk](http://www.wholesalehealthltd.co.uk)

D.I.P. Daily Immune Protection™ is uniquely formulated for Good Health Naturally and provides a powerful blend of immune-supporting nutrients to strengthen our defences as we head into the autumn and winter. With ingredients backed by science, this comprehensive formula includes EpiCor® and eXselen™ Selenium, plus Vitamin D3, Zinc, beta-glucans, Larch Arabinogalactan powder and Immune Assist™ Micron powder, all proven to contribute to immunity. Also included are Vitamin C and Elderberry Extract for additional immune system benefits.

Ideal for daily use to combat the immune system stressors we encounter during the colder months. Suitable for vegetarians. 90 capsules.





# Immune Support

## For All The Family





## Olbas

**Lanes Health**  
Tel: 01452 524012  
E-mail: [sales@laneshealth.com](mailto:sales@laneshealth.com)  
[www.laneshealth.com](http://www.laneshealth.com)

Olbas has been helping relieve symptoms of colds and sniffles for generations and remains the nation's favourite decongestant oil<sup>1</sup>. With cough, cold and flu remedy sales set to rise 7.8% this year<sup>2</sup>, Olbas is proud to provide a range of winter remedies suitable for all the family. Olbas Oil is a decongestant oil that is made with a combination of natural and essential plant oils including eucalyptus, mint, clove, juniperberry and cajuput to effectively relieve congestion. Olbas Oil is suitable for adults and children aged three months and over.



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## Live Brighter with Liposomal Vitamin C

**Solaray**  
Tel: 0800 0851697  
E-mail: [customerservice@solaray.co.uk](mailto:customerservice@solaray.co.uk)  
[www.clfdistribution.com](http://www.clfdistribution.com)  
[www.jumla.co.uk](http://www.jumla.co.uk)  
[www.iihealthfoods.com](http://www.iihealthfoods.com)

Solaray's new Liposomal Vitamin C is designed to help take care of your body and enable you to live brighter.

Vitamin C is combined with fatty acids (liposomes) to encase nutrients and protect them from stomach acid and digestive enzymes, so they are delivered where they are needed most.

Supporting the body's immune system, Liposomal Vitamin C is vegan, gluten free and absorbed nine times more readily than Vitamin C from food - making it a potent, effective supplement to support your ambitions and activities.

To find out more contact your Natural Trade Brokers representative or call us direct. [solaray.co.uk](http://solaray.co.uk)



## TOGETHER HEALTH IMMUNITY RANGE

**TOGETHER HEALTH**  
E-mail: [hi@togetherhealth.co.uk](mailto:hi@togetherhealth.co.uk)  
[www.togetherhealth.co.uk](http://www.togetherhealth.co.uk)

Together Health's range of vegan immune boosting supplements help to maintain wellness during the cold autumn and winter months. Their whole food Vitamin C is made with pesticide-free oranges and lemons and includes all the natural constituents of these vibrant fruits to improve absorption, retention and utilisation of vitamin C in the body.

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## Bee prepared daily immune formula

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Tel: 020 7993 2471  
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A Daily Wellness and Skincare Essential! Multi award-winning Bee prepared daily immune supplement is formulated by nutritionists combining highest quality ingredients with studies behind their use for helping support immunity and which have natural antibiotic and antiviral properties including bee propolis, black elderberry, beta glucans and more. A healthy immune system (& several of the ingredients) are shown to aid breakouts, skin repair, cold sores & other skin issues. Therapeutic amounts are included and the concentrated formulas contain no fillers or excipients so fewer are required. Suitable for children and to take year-round. Via CLF, The Health Store /Queenswood, Bionature, Jumla & Wholefoods Ireland.



## DIP Daily Immune Protection

**Wholesale Health Ltd**  
Tel: 01606 889905  
E-mail: [sales@wholesalehealthltd.co.uk](mailto:sales@wholesalehealthltd.co.uk)  
[www.wholesalehealthltd.co.uk](http://www.wholesalehealthltd.co.uk)

D.I.P. Daily Immune Protection™ is uniquely formulated for Good Health Naturally and provides a powerful blend of immune-supporting nutrients to strengthen our defences as we head into the autumn and winter. With ingredients backed by science, this comprehensive formula includes EpiCor® and eXselen™ Selenium, plus Vitamin D3, Zinc, beta-glucans, Larch Arabinogalactan powder and Immune Assist™ Micron powder, all proven to contribute to immunity. Also included are Vitamin C and Elderberry Extract for additional immune system benefits.

Ideal for daily use to combat the immune system stressors we encounter during the colder months. Suitable for vegetarians. 90 capsules.





# DR STUART'S

EXTRAORDINARILY GOOD TEAS SINCE 1992



**30** YEARS OF THE LEADING  
FUNCTIONAL HERBAL TEA RANGE



- 👉 INDEPENDENT FAMILY COMPANY
- 👉 ORGANIC
- 👉 PRODUCED IN A  
CARBON NEUTRAL FACTORY
- 👉 SCAN QR CODE FOR INFORMATION  
ON OUR 1% FOR THE PLANET



If you haven't yet discovered plantable wildflower cards from Brighton-born brand Loop Loop, you'll soon want to – especially since Sir David Attenborough is already a fan.

Sophie Bresnahan, founder and illustrator of Loop Loop's unique designs, posted her cards to Attenborough in 2019 and was 'very chuffed' to receive his handwritten letter a week later, commending her efforts to 'help in the struggle to protect our poor, stressed planet'.

"The man, the myth, the legend himself sent me a card. Amazing! It was very encouraging for carrying on my journey," says Bresnahan. So what is it about these cards that Attenborough – and 100 UK stockists – loves so much? Loop Loop is about looping old, recycled materials back around into new products: the plastic-free cards use earth-friendly inks and are embedded with seeds, so recipients can grow wildflowers after they've finished admiring them; the lino art prints use recycled lokta paper from a sustainable bush in Nepal; and the notebooks have been upcycled from old saris. Via a partnership with Tree Nation, a tree is planted for every card bought online, furthering the positive impact of the range.

"The whole concept of the business was born out of trying to help the declining bee population. I start with the environment in mind, and I build creative products around that," she explains.

Loop Loop's ethos also attracted Selfridge's which, for about a year, sold the cards – but Bresnahan says she favours independent stockists. "It was amazing to be recognized as the first plantable wildflower card that they've ever had in their shops [but] it's really tricky to work within their parameters. I much prefer working with smaller businesses where I have that personal connection and people know me by name. That is much more valuable to me than working with a large, faceless brand."

Inspiration 'can come from anywhere' but Bresnahan frequently finds it on trains – "The movement moves my thoughts along. I scribble lots of things – books, films, music" – before turning her sketches



## Gifts to lift the spirits

As rising bills force Brits to cut back on luxuries, **Rosie Greenaway** shops for gifts to lift the nation's spirits this Christmas – from plantable cards and reusable fabric wrap to vegan beauty advent calendars, men's skincare sets and indulgent foodie treats

into vibrant, joyful watercolours on Brighton Beach.

### Under the tree

Gifting without eco-guilt means that what surrounds and adorns a present is just as important as what's inside. So along with five new Christmas card designs about to land, Bresnahan will be offering plantable gift tags – ideal for zero-waste gifting. They pair nicely with FabRap's new reversible, festive fabric wrapping designs; on one side the gold and purple semicircles of 'Good Moons', and on the other the art deco-inspired 'Plum Diamonds' print. These opulent reusable fabric segments do away with the need for single-use paper, tape and even ribbons, since the corners can be tied together to secure what's inside.

Against a backdrop of the cost of living crisis, with many

consumers forced to forego luxuries and make tough decisions this winter, indulgent treats could make perfect presents. The natural products sector, as ever, has risen to the occasion, launching a raft of ethical goodies for retailers.

Offering a plant-based twist on a seasonal Italian favourite, Seggiano's artisanal Vegan Panettone is expertly crafted with cocoa butter, candied fruit paste, natural vanilla and turmeric 'to add fragrance, moisture and colour to the dough'.

On the cocoa front, a Chunk Chocolate Gift Set from Divine Chocolate is a solid way to fight exploitation through the nation's favourite melt-in-the-mouth sweet treat.

Baubles have never looked so good since Rhythm 108 launched its Swiss Vegan Chocolate Festive Tree Decorations – organic,

gluten-free spheres worthy to adorn any tree.

For family-style sharing, The Christmas Edit 2022 from Roots & Wings has all bases covered – from All Butter Shortbread to Cranberry Sauce with Orange & Spices.

And if winter indulgence resembles a movie marathon on the sofa, Popcorn Shed's Christmas Gift Tins, Baubles and Crackers come in a selection of festive variants – from Christmas Pudding to the more unusual Cheese flavour.

### December delights

Advent calendars have come a long way; once the preserve of chocolate-hungry children, they're now a respectable gift – especially for anyone with a November birthday.

Tea lovers are well catered for by English Tea Shop's White Ornaments Advent Calendar Puzzle, containing flavours such as Gingerbread Treat and Post-party Refresh – a handy recovery aid after the work 'do'.

SOIL Aromatherapy's calendar enhances wellbeing and brings the scent of an 'authentic winter wonderland' into homes; behind each door lie 1ml vials of organic essential oils and blends.

Jurlique's calendar is abundant with premium beauty products, bursting with luxuriously pampering treats such as Rosewater Balancing Mist and Herbal Recovery Signature Eye Serum.

Even retailers are creating advent calendars; for a third year, vegan site Greener Beauty has curated a vegan edit to delight plant-based shoppers throughout December and beyond. "It is a plastic-free beauty advent calendar. I already have people on the waiting list!" says founder Vic Wood. Included are 24 full-sized and two mini vegan beauty products. With ten trees planted for each calendar sold, Wood describes it as 'good for you, the animals and the planet'.

And finally, if you've ever had a customer complain about the difficulties of buying gifts for men, benecos has the answer: its Men's Care set contains a multitasking 3 in 1 Body Wash, 'bursting with organic ingredients', and a Face and After-shave Balm, which soothes irritation and nourishes against winter weather.



## NEW TRUFFLE GIFT BOXES

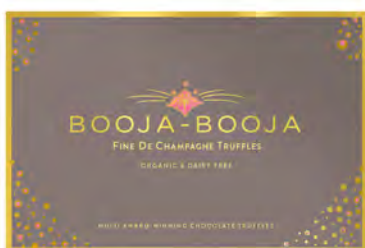
**Booja-Booja**

**Tel: 01508 558888**

**E-mail: [info@boojabooja.com](mailto:info@boojabooja.com)**

**[www.boojabooja.com](http://www.boojabooja.com)**

Multi award-winning chocolate producer Booja-Booja has launched two stylish new gift boxes featuring two of its most popular chocolate truffle flavours. The much-loved classic Fine de Champagne, winner of 23 awards, and Chocolate Salted Caramel, the most popular of the new truffle flavours launched last year, are both now available in 16-truffle single flavour boxes. The format of the new boxes echoes the design of the hugely successful selections, The Signature Collection and The Award-Winning Selection. Together the four create a sensational, contemporary range of luxurious yet affordable gift lines. Just £11.99 RRP.



## benecos BIO Tis' The Season To Be Soapy Gift Set

**Pravera Ltd**

**Tel: 01557 870203**

**E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)**

**[www.benecos.uk](http://www.benecos.uk)**

Get into the Christmas spirit with a range of benecos BIO's delightful shower gels! benecos have selected five mini shower gels to make celebrating Christmas as easy as lather, rinse, and repeat! Each bottle is formulated with only the best, certified COSMOS Organic ingredients that are vegan, cruelty-free, and dermatologically tested to work with your body without the need for synthetic ingredients or harmful chemicals.

Do you want to shop sustainably? Nature has the answer, and that answer is organic. benecos BIO cares for you whilst benecos cares for our planet!



## Cinnamon Bath Soap

**Friendly Soap**

**Tel: 01422 400282**

**E-mail: [sales@friendlysoap](mailto:sales@friendlysoap)**

**[www.friendlysoap.co.uk](http://www.friendlysoap.co.uk)**

Probably Friendly Soap's most festive offering. The sublime scent packed into this handy, plant-based cinnamon soap bar is described as warm, full, slightly fruity, peppery and vanilla-like. Perfect for a relaxing bath or shower. Offering classic, cleansing and soothing qualities, it's handmade in the UK without the use of preservatives, plastic or sulfates. Friendly Soap are a living wage employer and are registered with Cruelty Free International and The Vegan Society. A feel-good gift on every level.



## Antipodes Healthy Gift Sets

**Kinetic Natural Products Distributor**

**Tel: 08450 725 825**

**E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)**

**[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)**

Antipodes Scientific Green Beauty's bestselling skincare regimes have been curated in three limited edition gift sets: Age Healthy Collagen-Boosting Set - nutrient rich scientifically validated formulations to nourish and soften signs of ageing; Glow Healthy Skin-Brightening Set - certified vegan vitamin C-rich ingredients to brighten dull skin; and Hydrate Healthy Skin-Hydrating Set - a trio of water-based formulations to refresh and revitalise skin. Each set features a full-size product accompanied by two minis, and comes beautifully packaged in a recyclable eco gift box adorned with scenes from nature, illustrated by New Zealand-based artist Catherine Marion of Folklore & Flora. For more information visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)



## Dirty Cow Plant Based Cre\*m Liqueur

**Dirty Cow Chocolate Ltd**

**Tel: 07732 295851**

**E-mail: [eatme@dirtycowchocolate.com](mailto:eatme@dirtycowchocolate.com)**

**[www.dirtycowchocolate.com](http://www.dirtycowchocolate.com)**

Dirty Cow, the Grocer Award winning chocolate maker, are excited to announce the launch of their Plant Based Cre\*m Liqueur in two new flavours. "Sooo Vanilla - who knew simple could be sooo sexy."

"Loaded Chocolate - bringing the sauce so you don't have to." Both of these innovative liqueurs are dairy free, vegan and made with real whisky. The perfect festive gift with an RRP of £25. Available in 70cl and 5cl format. Launching in John Lewis, Vegan Store, Amazon as well as directly from the Dirty Cow website. [dirtycowchocolate.com](http://dirtycowchocolate.com) | @dirtycowchocolate





## Make Your Own Lip Balm Kit

**Sweet Cecily's**

**Tel: 01947 602346**

**E-mail: [info@sweetcecilys.com](mailto:info@sweetcecilys.com)**

**[www.sweetcecilys.com](http://www.sweetcecilys.com)**

The perfect Christmas gift for anyone who likes to get creative whilst learning how to make their own skincare. The Make Your Own Lip Balm Kit provides everything you need to make five of your very own natural lip balms, including 5 blank labels ready for your own designs – show off your creative flair! Suitable for and enjoyed by adults and children alike. Kits available in a variety of flavours including Mojito, Gin & Tonic, Strawberry, Orange, Spearmint & Unscented. A fantastic product for independent health shops, making a great Christmas gift with excellent retail margins available.



## SOiL Organic Aromatherapy Advent Calendar

**Pravera Ltd**

**Tel: 01557 870203**

**E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)**

**[www.soilorganics.co.uk](http://www.soilorganics.co.uk)**

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## Pukka Festive Collection

**Pukka Herbs**

**Tel: 08459 640 944**

**trade.support@pukkaherbs.com**

**[www.pukkaherbs.com](http://www.pukkaherbs.com)**

Back with a brand-new design in rich maroon for 2022 is our beautiful Festive Collection, a wonderful gift to send your loved one some herbal cheer. It contains 30 tea sachets across five of Pukka's favourite festive blends to create the perfect assortment of festive flavours and warm spices – from sweet cinnamon and apple, warm ginger, chai and turmeric, and citrusy orange. The new 2022 version includes an intricately designed leaflet to outline the wellbeing benefits of each blend. The updated card tube format has been chosen to be more sustainable than the original metal kilner and is made from fully recyclable card. EDLP £9.99



## SENSES MASSAGE OIL

**PURA VIDA ORGANIC**

**E-mail: [kristina@puravida-organic.com](mailto:kristina@puravida-organic.com)**

**[www.vida-organic.com](http://www.vida-organic.com)**

Many of you agree that the smell of Christmas is the best smell in the world. Filled with holiday spirit, we want to feel Christmas wherever we go. That is now possible with Pura Vida Organic Senses massage oil.

Nourishing almond, apricot and jojoba oil will moisturise and protect your skin so it stays silky soft, while vigorous blend of cinnamon bark, cacao extract and vanilla will awaken your senses and make you the main character in your Christmas fairy tale. Gift your loved ones with PVO Senses massage oil and spread Christmas spirit all the way.



## Plantable Festive Cards

**Loop Loop Ltd**

**E-mail: [hello@looploop.co.uk](mailto:hello@looploop.co.uk)**

**[www.looploop.co.uk](http://www.looploop.co.uk)**

Make your Christmas more sustainable by sending plantable festive cards! Loop Loop plantable greetings cards are made from 100% recycled materials and are all embedded with wildflowers seeds. Your customers can plant the whole card in the ground and grow wildflowers from the paper. All the flowers are pollinators too, which is great for the bees. Every card is 100% plastic free, printed with vegan inks and comes with a recycled envelope. With over 10 festive designs, as well as other occasions, to choose from, your customers will love this sustainable addition to add to their stockings.





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## Organic Diary

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# Organic Update

## Interest in organic food 'skyrockets'

OVER the past year online searches for 'organic food near me' have skyrocketed by 850%, reports waste and recycling management company BusinessWaste.co.uk.

To mark Organic September, the company analyzed a year's worth of organic-related Google trends, and discovered that 'attitudes to quality food are changing'.

Data also showed that searches for 'organic food delivered' rose by 350% over the same period.

On a global scale, the research revealed that the most significant increase in interest in organic food took place in Jamaica, UAE,

Australia, Singapore and the Philippines.

Mark Hall, co-founder, BusinessWaste.co.uk, comments: "It's great to see that we're getting more aware of organic food and expanding

the horizons on the food we are consuming. Opting for organic food is better for the environment and helps fight climate change. We hope that more people choose organic food moving forwards."



## 'Bug the new PM', urges organic industry

AHEAD of Organic September, The Organic Trade Board (OTB) – in collaboration with Soil Association Certification, Ecotone, Ethical Food Company and RBOrganic – called on industry and members of the public to 'bug the new PM' by supporting its petition to the now Prime Minister, Liz Truss.

The petition asked the new PM to 'take drastic action to save nature' in her first 100 days in office, protecting wildlife through policy and committing to representing the UK at COP15 in December.

"Not only are insects a vital part of a balanced ecosystem, providing food for other animals and recycling nutrients, they also play an essential role in our global food system. One in three mouthfuls of food depends on pollinators and without pollinators we wouldn't have potatoes, strawberries,

tomatoes, coffee, chocolate or cotton," said the OTB.

Cristina Dimetto, general manager, OTB, commented: "Organic farming works with nature, not against it, encouraging natural predators like ladybirds, and pollinators like bees and butterflies, rather than spraying harmful pesticides ... on average, plant, insect and bird life is 50% more abundant on organic farms. There are up to seven times more wild bees in organic grain fields. So if nature did have a voice – it would choose organic.

"If pesticides were substituted for more sustainable farming practices ... this could slow or reverse the decline in insects. The hope is that even tiny insect-sized steps can make a big difference when it comes to keeping nature's crucial keyworkers thriving."

The petition was supported with a design by author and illustrator Kate Pankhurst, a descendant of suffragette and political activist Emmeline Pankhurst. Add your signature by visiting <https://rb.gy/yj4hmq>



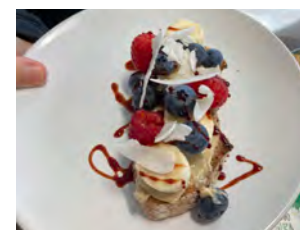
## NOPEX co-hosts Organic September breakfast

NOPEX, the Nordic Organic Food Fair, Organic Food Iberia and *Natural Products News (NPN)* co-hosted a breakfast event to mark Organic September at their Brighton office.

Supported by a number of organic brands which sent in samples, the teams prepared an organic spread to be enjoyed by the wider Diversified Communications staff on 7 September.

NPN editor Rosie Greenaway comments: "It's been a few years since we've been able to host our

annual organic breakfast event – for obvious reasons. Formerly, it was to support the Organic Trade Board's Wake up to Organic campaign, but this time we decided to host the event to mark Organic September and celebrate the massive strides made by the organic sector each year. Huge thanks to our friends at Clearspring, Rude Health, Doves Farm, Daylesford Organic, Whole Earth, Clipper, Kallo and Ecotone for supporting us so generously with samples."







# Craig Sams

Craig Sams is a pioneer in the UK organic and wholefood sector

## Carbon comes of age

“Step aside, bad boys, the Big Carbon mob is here to save the day,” says Craig Sams as he delves into the world of Cargill and carbon credits

**W**e’ve all heard about Big Oil and how it is wrecking the climate in a conspiracy aided by us consumers who insist on driving cars, heating our homes and eating non-organic food, regardless of the impact on the climate our grandchildren will have to endure.

Step aside, bad boys – the Big Carbon mob is here to save the day. Cargill, which turns over \$115 billion a year and makes an annual profit of \$5 billion, is cashing in on carbon. Farmers will benefit as they will have to change the way they farm – for the better.

Cargill? The company named in 2019 by Mighty Earth as the ‘Worst Company in the World’ because of its ‘environmental destruction’ and ‘standing in the way of global progress on sustainability’? Yes, Cargill.

### Change of direction

That was then. Now Cargill is bringing sustainability to palm oil, soya and cocoa – not just with zero deforestation, but by planting half a million trees in the Cote d’Ivoire and restoring 500,000 hectares of degraded land in the Caribbean.

What has brought about this admirable change of direction? Money.

If you must pay for carbon emissions, then you reduce them as much as possible. If you get money for taking carbon out of the atmosphere, you try to take down as much carbon dioxide into the soil or into trees as you can. A hectare of land might produce an extra tonne of wheat if you use nitrates and herbicides, generating an extra £200. If you farm it sustainably (organically/regeneratively) then you can take down seven tonnes of CO<sub>2</sub> a year and lock it in the soil, earning £100 per tonne, or £700 per hectare. You don’t need a calculator to work that one out.

Cargill guides farmers towards practices that generate carbon credits. The farmers make more money, Cargill makes more money and the environment steadily returns to health. Cargill already makes money by contracting farmers in the US, Brazil or Ukraine for corn, soya beans, wheat and sunflower seeds – but add in the CO<sub>2</sub> money and you’re singing all the way to the bank. What’s more, you’re changing the way people farm: instead of being res-

ponsible for 30% of the annual emissions of carbon dioxide, farmers can be responsible for eliminating those emissions and taking carbon dioxide out of the atmosphere and locking it in the soil. Soil fertility improves, the need for fertilizers and water is reduced; it’s win, win, win. It’s what organic farmers have been battling on about for decades. The Soil Association published a report in 2001 setting out how farming could save us from climate disaster; it was pretty much ignored. Organic farmers have been doing their bit, for no reward other than going to bed at night with a clear conscience.

### Global market

Now 28% of Ukraine’s total land area has been sold to companies like Cargill. They can offer the same deals to farmers there

as elsewhere; the market for carbon is global. US farmers are going to change the way they farm because it will be in their contracts with firms like Cargill. But can we be sure about carbon credits and them being valued enough to make it worthwhile for farmers to farm carbon?

The US just passed Biden’s Inflation Reduction Act which will give at least \$40 billion a year to US farmers who farm in a more organic, regenerative way. Companies like Cargill will harvest carbon credits, pay for them, then resell them alongside food commodities. The money is there because so many companies have committed to ‘net zero’ and the only way they can do it is by buying carbon credits.

For decades the way to make big money was to pile on the fertilizers, GMOs, pesticides and herbicides, wrecking the environment. Now the big money is in doing the right thing; farming carbon leads to soil regeneration and increased biodiversity, better water and air and a chance to avoid climate disaster.

There’s still a way to go. Biofuels are still taken seriously; we still burn forest-loads of wood pellets in power stations; cattle feedlots are methane hot spots – but the carbon markets will sort that out as farmers go after the big bucks from regenerative practices.

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*

“If you must pay for carbon emissions, then you reduce them as much as possible”

## Soil Association welcomes Government peat sale ban

**FOLLOWING** the announcement by Defra that a ban on all sales of peat to amateur gardeners will be implemented in England, the Soil Association (SA) welcomes the news but says that further steps are needed.

The Government has until 2024 to introduce the ban on domestic use of peat in compost, but SA policy officer Lucia Monje-Jelfs stresses this ‘can’t come too soon’.

“This is really just a first step – we urgently need to improve the affordability and availability of peat-free alternatives at scale ahead of a ban for the professional horticulture sector,” she says. “The Soil Association pioneered peat reduction in horticulture through our higher organic standards and has led research to develop suitable alternatives for the sector ... but a total ban will require sig-

nificantly more investment in ongoing research.

“The extraction of peat for the creation of compost is not the only issue the industry faces. Most peat-land soils ... are severely degraded due to drainage and damaging farming practices. This is a huge problem in lowland peatlands, especially the Fens in Eastern England ... [which] produce a considerable proportion of the country’s key crops, including a third of all our fresh vegetables.

“If the Government is serious about restoring our peatlands, we need a robust horticultural strategy, as well as a national land use framework that helps support the development of horticulture across the country. This would enable the wider restoration of our peatlands without weakening the resilience of our local food systems.”

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## Truss must ‘wake up’ to food and climate issues

THE SOIL Association has penned an open letter to new PM Liz Truss, calling on her to ‘wake up to the connection between hunger and diet-related poor health and the climate and nature emergencies’.

In the letter, Helen Brown, SA chief executive, calls on Truss to back the organization’s vision of ‘a future where everyone has access to affordable, healthy and nutritious diets, underpinned by a resilient food system that protects nature and climate’.

The SA is asking the PM to: immediately implement universal free school meals for all Key Stage 2 children in England; increase funding for school meals to prevent

caterers from having to ‘cut standards with ingredients that undercut British farmers’; commit to diverting hundreds of millions spent on school meals to sustainable British farmers; commit further development of Environmental Land Management Schemes and Sustainable Farming Incentives; and work with the SA’s Food for Life scheme to roll out a ‘whole-school approach’ from early years.

“People across the UK need and expect you to act with urgency to secure their wellbeing,” the letter began. “Alongside the energy crisis, the nation’s ability to feed people healthily and sufficiently must be a crucial priority.”





## Lee Holdstock

Lee Holdstock is senior business and trade development manager, Soil Association

### Eco-labelling: a great start, but there's more work to do

**P**ulling the whole UK food business together to develop a harmonized solution to environmental food labelling to help consumers make more sustainable decisions – it sounds like a good idea, doesn't it, given that research suggests the majority of consumers will be classed as 'eco actives' by 2030? And especially so given ongoing confusion around what constitutes a sustainable choice and the existence of so much greenwashing that the CMA has now put businesses on notice.

Professor Robin May of the Food Standards Agency is concerned that 'currently, there are no internationally agreed standards for eco-labelling, or for what type of data should be measured'. "This must be addressed urgently through collaboration between business, academia and Government, so that the food system can be set on a path to sustainability," he says.

Whilst the aim of product life-cycle assessment-based (LCA) initiatives such as the IGD-led Ecolabel – which never aimed to be perfect – and the EU Product Environmental Footprint (PEF) label are commendable, concerns around their limitations are already emerging. Given what I have seen thus far, unless some of the shortcomings are addressed I predict that the organic sector could become one of the more vocal opponents of LCA approaches. The challenges identified by IFOAM when contemplating the big EU ambitions for PEF are a good starting point to explore why the organic sector may not be too enthusiastic about such labels as they currently stand.

The PEF approach aims to create a sustainable labelling framework which covers – in synergy with other relevant initiatives – the nutritional, climate, environmental and social aspects of food products. It aims to do this by focusing aggregated metrics associated with wastewater, water consumption, carbon emissions and impacts on biodiversity. The challenges with this approach are significant as they fail to properly differentiate agricultural systems.

PEF was designed for manufactured goods, so it's no surprise that it fails to account for the complexity in agriculture. Any product-focused approach which only considers fixed impacts per unit of production (for example, how many grams of greenhouse gas are emitted for every gram of protein the consumer gets) will face this challenge of objectivity as it fails

to consider important metrics beyond carbon, water and land use.

Not including important additional measures of sustainability (nutrient cycling, agrochemical use, soil health, biodiversity and other ecosystem services) risks outputs being disingenuous at best. Use of pesticides, welfare and impact on biodiversity can change system to system, even for the same product type. In failing to consider such measures and adopting an approach that only differentiates the environmental impact between food categories (eg, vegetable versus meat), different systems of agriculture are not properly acknowledged. Not only does this fail to incentivize better practice but it can fail to show how sustainable it truly is. In the worst case this could lead to perverse outcomes, with the positioning of average performing products as 'good' and products from truly low-impact and regenerative systems of agriculture being seen as no better.

It's early days yet and there is still time for advocates of well-established, proven and regulated system approaches like organic to engage with proponents of LCA-based labelling. This must happen to ensure that truly progressive approaches can continue to be differentiated on shelf. With governments around the world – including our own – having seen the evidence of the broad public 'good' of recognizing and supporting organic farming, there is no question that it deserves to stand out.

In the meantime, we at Soil Association Certification watch the development of scoring approaches such as that from ITAB with interest. Gaining traction in France, the Planet Score label aims to assess products against a protocol that does consider system externalities, bringing the impact of using feeds or other inputs that use relatively larger amounts of energy to produce into the final calculation. If you're interested to learn more about Planet Score, organic and eco-labelling in general, join us and Sabine Bonnot from ITAB at our Trade Conference on 19 October 2022.

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*

For more information about the Soil Association visit [www.soilassociation.org](http://www.soilassociation.org)



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**H**erbal tea is having quite a moment. While the category has been steadily going mainstream for years, it's been super-charged by the pandemic. Everyday brands such as Tetley and PG Tips now have their own herbal tea line-up bristling with immune, multivitamin and detox-focused products, and NPD in the category is at an all-time high.

The buzzword among hot drinks industry analysts is 'functionality' and there is general agreement that we are witnessing a functional tea revolution. But what does this all mean for the specialist herbal tea brands and natural products retailers who started the revolution?

With many specialist brands performing strongly, the evidence suggests that a bigger total audience for health- and wellness-positioned teas actually represents a significant opportunity for health-forward brands and retailers, especially those offering compelling innovation and differentiation – and a depth of range that the supermarkets just can't compete with. Specialist brands also deliver on a range of additional values and attributes – organic, fairly traded, premium quality and so on – compared to the 'mono-positioning' of mass channel brands.

#### Proactive self-care

Kiran Tawadey is the founder of organic and biodynamic tea specialist Hampstead Tea. She says that emerging new consumer priorities around health have prompted the company to explore the opportunities of more health-focused messaging, particularly where its new Wellness range is concerned. "We've talked about origin a lot over the years, about biodynamic farming and our producer partners. But we've never really recounted to customers the multiple benefits of the product. In a way, we felt they should probably make their own decisions about those things.

"We're confident that the wellness benefits we have focused on in the new

# Self-care in a mug



Functionality is the buzzword in the hot drinks sector as more of us turn to self-care in a mug, writes **Jim Manson**

range meet a real demand for proactive self-care in a product that doesn't damage the planet. We've really tried to do something different to other brands. So, for example, if you take our Sleep Well product, it's formulated around our single-estate rooibos, and blended with chamomile and vanilla to create a warming, luxurious cup of tea. Often sleep teas focus

on valerian root and tend to be a bit thin tasting."

How does Tawadey describe Hampstead's positioning in an increasingly crowded specialist tea sector? "We're all about premium quality, delicious tea at a great price point – but also products that are regenerative in every respect." She is well aware of the buzz – and hype – around all things

regenerative. "Yes, there is a tendency in some quarters to use the term regenerative to describe almost anything considered 'green'. But overall it's a really useful concept. In a way it also helps us explain biodynamic in a more meaningful and accessible way. If you tell people that biodynamics is the highest standard of organic, they instantly understand that it is the standard for regenerative agriculture. They suddenly get it."

Keith Garden at Only Natural Products (owner of the Higher Living and Dr Stuart's brands), agrees that the health proposition of herbal tea is increasingly influencing NPD in the sector. "Functionality is one of the four main growth drivers for us, alongside organic, sustainability and provenance. We're seeing huge growth in products such as Dr Stuart's Valerian Plus tea. But, of course, it clearly has always been a functional brand and this year it's celebrating 30 years of innovation, begun by Dr Malcolm Stuart."

#### Retailer insights

Vicky Perks, owner of Cardiff-based retailer Beanfreaks (with three stores in the city), says sleep and relaxation teas have been stand-out sellers. "Coming out of the pandemic and adjusting to a new normal of working practices, and people's generally higher levels of anxiety, means there's a big demand for 'a little cup of calm.'"

Perks believes organic and fair trade should virtually

## Tea for 22: this year's top tea trends

**Feel the functionality:** the big buzzword in the mainstream tea world is 'functional'. That might not come as a surprise to the health trade where health-forward herbal tea blends have long been a staple offer, but it potentially opens up a up a much bigger consumer market for the category.

**Getting younger:** tea drinking, especially when it comes to black tea and traditional blends – is generally associated with an older demographic. But research

suggests tea drinkers are getting younger as a new generation taps into a culture of health, beauty and wellbeing.

**Rooibos rising:** rooibos has been a reliable, if slightly niche, health food staple for decades – mainly with an audience seeking out a caffeine-free alternative to black tea. But with several brands now offering rooibos teas balanced with vanilla, caramel and cinnamon, or perked up with peppermint, consumers are now coming for the flavour too.

**Loosen up:** tea aficionados know that the very best tasting tea of any type is made with loose leaves. A trend towards this format, begun in lockdown, seems to have taken hold as serious tea lovers realize that they are getting premium taste and excellent value when they take the loose-leaf route. "We started offering our loose teas in 1kg bags as a bit of an experiment, and they regularly sell out," says Hampstead Tea's Kiran Tawadey.



be a given when it comes to the specialist trade. “For me it’s vital; it’s our uniqueness. Everywhere now sells a herbal tea – but not organic and fair trade – and really it’s the beating heart of the green movement.”

Away from teas, Perks singles out medicinal mushrooms as a still growing market. “Mushroom coffee, lion’s mane matcha [and] reishi cocoa all do well. We sell lots of individual sachets placed at till points – a great add-on sale with a comfortable price point. Lion’s mane and neurotrophic herbs are still big with my student clients looking for a brain boost!”

“Favourite products and brands? Mushrooms 4 Life is a lovely company and selling well. We love their Lion’s Mane Matcha Latte. For teas, teapigs for their fabulous packaging, Yogi for gorgeous blends, Heath & Heather

(which I remember from the beginning and have some lovely varieties) and Clipper as our core ethical range. Oh, I shouldn’t forget to mention Celestial Seasonings. I’m a great believer in the 50:50 box-versus-ingredients rule –

“Coming out of the pandemic and adjusting to a new normal ... means there’s a big demand for ‘a little cup of calm’”

in some cases, and this may be one, the pretty box wins!”

#### The new waste watchers

When it comes to coffee, the clearest single trend is ethics. According to global consumer analyst Mintel, a remarkable 48% of all new coffee product launches in

2021 carried an ethical or environmental claim.

Jonny Forsyth, associate director, Mintel Food & Drink, describes sustainability as ‘undoubtedly the defining issue for the coffee industry over the next 20 years’.

He adds: ‘The more activist-minded younger generation will show less tolerance for waste, especially pods that are recyclable but rarely recycled, with launches of ‘greener pods expected to grow fast.’

Step forward the Odd Coffee Company, which ‘rescues’ surplus coffee pods and tonnes of freshly roasted beans and ground coffee that are rejected by premium roasters due to minor imperfections that have no bearing on taste. The company then repackages the rejected and surplus coffee in fully recyclable packaging so customers can enjoy sustainably sourced, quality

roasted beans or pods at ‘a fraction’ of the normal price.

Ethically sourced subscription coffee specialist Piqant recently teamed with plant delivery company Patch Plants to develop its new home compostable coffee pods. The ‘plant doctors’ at Patch were able to show that Piqant’s coffee pods not only composted efficiently when placed straight into a plant pot, but also that the used coffee grounds increased soil fertility.



## Hot drinks: the latest science

We intuitively think that hot drinks are good for us. But what does the science tell us?

### Warming and cooling

The University of Ottawa’s Thermal Ergonomics Laboratory has been able to show the exact mechanism by which drinking hot drinks in hot weather cools you down. When a hot liquid reaches thermosensors in the oesophagus and stomach these react as though the entire body is as hot as the drink, and you start to sweat – which, as it evaporates, leads to cooling.

### Mood modifying

When cold and cough sufferers were given hot and cold juice drinks by the Common Cold Centre at Cardiff University those in the hot drinks group saw ‘immediate and sustained’ symptomatic relief. But when the Cardiff team measured nasal airflow they found it unchanged. Mood modification, the team explained, was the key to feeling better in this case, since ‘symptoms are what

we feel, and what we feel can be influenced by our mood and our expectations’.

### Hot drink, warmer personality

Cradling a hot drink doesn’t just make you feel better, it alters other people’s perception of you too, according to a study by the University of Colorado. Hot drink imbibers were considered to have warmer personalities than those consuming cold drinks, which the researchers say is to do with deep psychological programming going back to our pre-natal experiences.

### Mug up

If you’ve ever borrowed someone’s ‘special mug’ at work you’ll know just how emotionally attached someone can be to an unassuming drinking vessel. Betina Piqueras-Fiszman from Wageningen University says that people ‘conceptualize their internal mental worlds by analogy to the physical world’. To translate: the right degree of chunkiness, weight, feel and colour lends a particular mug its very personal appeal.

# Hot Stocks

### Power latte

Organic Traditions Organic Chocolate Latte, available from Kinetic, is a delicious instant chocolate latte containing ashwagandha and one billion heat- and shelf-stable probiotics per serving. Dairy-free, it is made with organic coconut milk powder and provides fibre and a boost of vitamins A, B12, C and D, iron, manganese and potassium.

### Perfect matcha

Part of Hampstead Tea’s new 2022 Wellness range, Organic Matcha Green Tea & Nettle pairs biodynamic Darjeeling green tea with matcha, which is complemented by

nettle to make a bright, fresh and revitalizing tea.

### Feel energized

Vitabiotics TEA+ range of vitamin teas sees the supplements specialist stage a long-planned move into the tea sector. The award-winning TEA+ Energy Vitamin Tea is green tea and yerba mate-based and delivers 100% NRV vitamins B6 and B12 per serving.

### Gently does it

Teapigs says it has long delayed its entry into the decaf segment, keen to eschew ‘sad, tasteless tea in a bog-standard tea bag’. The company’s newly unveiled

Decaf English Breakfast Tea is made using the gentler CO2 decaffeination process and is described as a ‘full flavoured tea with none of the caffeine’.

### Super syrups

Clearspring has given its syrups a rejuvenating makeover which includes a bright, new-look design and the addition of three innovative flavours: Organic Coconut Blossom, Date and Oat Syrup. All three are made using 100% organic ingredients and are a great alternative to refined sugar and other sweeteners. A perfect way to sweeten a winter drink, naturally.





## Of The Earth Superfoods Organic Hot Chocolate Range

**Alara Wholefoods**

**Tel: 020 7255 9725**

**E-mail: [marketing@alara.co.uk](mailto:marketing@alara.co.uk)**

**[www.alara.co.uk](http://www.alara.co.uk)**

Summer has come and gone and those humid days have been replaced with biting nights. Snuggle down and warm up with Of The Earth Superfoods Hot Chocolate, available in four different flavours: Original, Chilli, Maca and Turmeric. Packed choc(k)-full with nutrients, flavonoids and antioxidants, all of our hot chocolates are made with Peruvian cacao powder and banana flakes, meaning it not only makes a deliciously smooth and creamy hot drink, but is sugar free too! Simply stir 1-2 tablespoons into a mug of warm milk of your choice for an indulgent warm treat. RRP £5.99 for 180g.



## Bare Cacao

**E-mail: [sales@barecacao.co.uk](mailto:sales@barecacao.co.uk)**

**[www.barecacao.co.uk](http://www.barecacao.co.uk)**

**Social @Bare\_cacao**

Made from 100% cacao, a great source of antioxidants and essential minerals, Bare cacao is roasted and ground to be easily prepared in a French press.

Zero sugar, zero caffeine, suitable for diabetics and tastes amazing!

Our ethos: We encourage you to create your own ritual in the day, to take time out, to calm the mind and focus your intentions.

We are passionate about our cacao and ensure we only use the finest cacao beans from ethical sources.

We offer low minimum orders and supply both retail and wholesale customers, please contact Aaron for more information.



## Barleycup

**Healthy Food Brands**

**Tel: 01403 786460**

**E-mail: [info@healthysales.co.uk](mailto:info@healthysales.co.uk)**

**[www.healthysales.co.uk](http://www.healthysales.co.uk)**

Full of flavour, Barleycup drinks are the natural choice for those who like tea and coffee but are trying to cut down on caffeine in their diet. Made only from wholesome roasted barley, rye and chicory roots, Barleycup is free-from caffeine and contains no artificial additives. Vegan, low calorie, and a source of fibre. Enjoy on its own or with dairy, plant, or rice milk as part of a healthy balanced diet. A drink for the whole family to enjoy this winter!



## Locako Coffee Creamer

**Kinetic Natural Products Distributor**

**Tel: 08450 725 825**

**E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)**

**[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)**

New to the UK market - Locako Coffee Creamer from Australia's #1 low carb and keto brand! Collagen enriched, coconut milk based and absolutely delicious coffee creamer is the perfect addition to hot drinks and smoothies for a smooth frothy texture and superior flavour. With unflavoured "Natural" offering along with proven popular flavour options Vanilla and Cookies & Cream, these formulas feature hero ingredients of collagen and MCT, clean ingredients with no sucralose, vegetable oils, fillers, and pre- and pro- biotic ingredients. On-pack call outs known to drive sales including Gluten-free, Dairy-free, Ultra Low-carb, Keto, Prebiotic and Probiotic.





## Planet Paleo Collagen Hotties

Living Planet Distribution

Tel: 020 3176 9982

E-mail: [sales@livingplanetdistribution.com](mailto:sales@livingplanetdistribution.com)

[www.livingplanetdistribution.com](http://www.livingplanetdistribution.com)

Planet Paleo's Hotties are a satisfying twist on latte favourites that customers will want to cosy up to. The collection features four classic latte and coffee favourites such as Keto Coffee, Matcha Latte, Turmeric Latte and Cacao Magic, made with grass-fed certified collagen peptides and antioxidant-rich ingredients such as matcha green tea, turmeric, and raw cacao. The Hotties are high in collagen protein that's great for supporting skin, hair, nails, joint and gut health, and are free from dairy, sugar, and additives, providing a clean alternative to conventional latte mixes. The Hotties range is moving to 100% plastic free, home compostable pouches.



## Mushrooms 4 Life Organic Latte powders

Living Planet Distribution

Tel: 020 3176 9982

E-mail: [sales@livingplanetdistribution.com](mailto:sales@livingplanetdistribution.com)

[www.livingplanetdistribution.com](http://www.livingplanetdistribution.com)

Mushrooms 4 Life's Latte range offers all the benefits of medicinal mushrooms in tasty latte mixes available in jars or sachets. There are five different varieties with a therapeutic serving of medicinal mushrooms in every cup, including reishi, cordyceps, chaga, maitake and lion's mane. They are boosted by powerful organic superfoods such as beetroot, turmeric, ginger, cacao or matcha, making them an excellent choice for study, work, exercise, and all-round defence.

Featuring organic coconut milk, these lattes are easy to use and vegan, with all-natural ingredients. The range also includes two jitter-free coffee mixes with reishi or cordyceps.



## Turmeric & Cinnamon Tea by NutraTea

NutraTea

Tel: 020 3146 7150

E-mail: [info@nutratea.co.uk](mailto:info@nutratea.co.uk)

[www.nutratea.co.uk](http://www.nutratea.co.uk)

NutraTea Turmeric & Cinnamon is 1 of 22 herbal blends in the range that has been formulated to help maintain the health of the liver, upper respiratory tract and heart. This timeless herbal blend contains entirely natural, sustainably sourced ingredients with no added flavourings, oils or excipients enabling each biodegradable tea bag to be reused throughout the day. Containing 50% Turmeric to help manage inflammatory responses and protect joints and 50% Cinnamon to help maintain a healthy blood sugar level, this unique herbal blend produces an aromatic yet sweet cup of tea.



## Pukka Winter Warmer

Pukka Herbs

Tel: 08459 640 944

E-mail: [trade.support@pukkaherbs.com](mailto:trade.support@pukkaherbs.com)

[www.pukkaherbs.com](http://www.pukkaherbs.com)

Herbal wellbeing company, Pukka Herbs, announces the launch of Winter Warmer – a 100% organic, seasonal blend of the finest festive flavours to feel comfort and joy through the winter season.

Winter Warmer is a magical combination of organic, fairly sourced, highest-quality herbs for a deliciously warming and uplifting flavour to create a winter months. It has been specifically formulated as caffeine-free for worry-free consumption in the evenings. Winter Warmer is a limited-edition tea and will be available from September 2022 to March 2023.





## Wiley's Finest celebrates ten years in business

FOUNDED by Sam and Daniel Wiley in 2012, Ohio-based sustainable fish oil company Wiley's Finest marked its tenth anniversary in September.

"When the brand launched, Wiley's Finest was pioneering in its commitment to produce the highest quality, sustainably sourced fish oil," explains CEO Greg Lindsey (pictured). "Since that time many brands have entered the market-place, but we have worked extremely hard to maintain our position as a leader in quality and freshness."

As well as offering a range of fish oils, the brand has also expanded into plant-based alternatives, with its vegan CatchFree offering a complete plant-based omega source from



marine algae and the British-grown ahiflower.

Certified sustainable by the Marine Stewardship Council, the brand's fish oils are obtained from single-species, wild-caught Alaskan pollock in the Bering Sea and Gulf of Alaska.

"For ten years we have been banging the drum over the importance of sustainably sourced fish," comments Paul Farquhar, MD of Wiley's Finest UK. "It's fulfilling to see consumers grow more mindful

of where their supplements are sourced."

He adds: "We wouldn't be where we are today if it wasn't for our wonderfully engaged retailers, who have stuck with us through the hardest of trading conditions. We want to thank each and every one of them."



## Yeo Valley Organic soups and dips mark first foray into non-dairy

VENTURING outside the dairy category for the first time, Yeo Valley Organic has created a range of natural organic soups and dips as part of its autumn NPD roll-out, which coincided with Organic September.

Containing up to three of your five a day and packaged in 400g on-the-go recyclable pots, the soups feature two texture varieties – Smooth and Hearty – all

finished with a splash of Yeo Valley Organic's fresh double cream.

The smooth range includes Cream of Tomato and Carrot, Parsnip & Thyme, while the hearty range, which features chunky veg, includes Leek, Potato & Mature Cheddar and Cream of Vegetable.

"We want to offer consumers more variety to champion and choose organic products that are natural, and convenient to indulge whilst meeting up to three of their five a day," says brand manager Rebecca Cottee. "Consumer insight highlighted that the texture of the soup was really important, and we aim to meet this need via clear on-pack navigation."

The new dips are available in three flavours –



Garlic & Herb, Sour Cream & Chive and Sweet Chilli – and have 30% less fat compared to standard soured cream-style dips, says the brand. They come in 100% recyclable packaging made from recycled materials.

Cottee adds: "We have developed a range of fresh creamy dips that are made with only the best natural organic ingredients. We understand our consumers want natural ingredients, no additives and naturally lower in fat dips; with our organic dairy expertise we can offer something new to the creamy dips category."



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## Lakrids By Bülow creates slow-crafted organic collection



DANISH confectionery brand Lakrids By Bülow has created a three-strong collection of slow-crafted, chocolate-coated liquorice treats along with a limited edition variant to celebrate its 15th year in business.

Produced using carefully sourced organic ingredients, including cocoa from the Cocoa Horizons programme, the new range is based on the original recipe founder Johan Bülow cooked up when the confectionery brand was founded in 2007. The liquorice is gently cooked in an open batch for four hours, rested for 24 hours, then kneaded by hand to create a rich, caramel-like texture.

Made in its Copenhagen factory, which runs on 100% green energy produced by Danish windmills, the brand's new liquorice flavours comprise:

- Caramel Date – rich liquorice is covered with smooth dulce chocolate, crunchy Maldon sea salt flakes and deglet nour dates – 'one of nature's sweetest treats' – to create a 'creamy and indulgent experience'
- Dark Truffle – described as a 'delightful organic chocolate treat' with a surprise at its core, this fine cocoa-dusted Dark Truffle has a thin layer

of dark chocolate with fruity notes followed by a smooth layer of creamy milk chocolate and a liquorice core

- Mango Vanilla – fresh and fruity Alphonso mango and sweet Bourbon vanilla are combined with creamy white chocolate and a liquorice centre to offer 'an intense yet smooth balance' between fruity and sweet.

The Anniversary Limited Edition sees the brand's first product, The Original, remastered in an all-organic variety. Under a thin layer of fine liquorice powder comes rich Belgian milk chocolate and a slow-crafted core of chewy liquorice to create a product that is 'simple, perfected and instantly addictive.'

The liquorice is sold in recyclable and reusable glass jars which have functional measurements engraved on them to help consumers mix their own 'kitchen creations'.





## Smol and Magpie team for plastic amnesty

ECO-LAUNDRY brand smol and Brighton cooperative Magpie Recycling joined forces in September to launch the city's first Big Laundry Plastic Amnesty to help recycle some of the near 100 tonnes of laundry plastic that local households get through annually.

In light of the fact that just 29.4% of waste is being recycled in Brighton & Hove, smol and Magpie went on a mission to collect laundry plastic from the community and offered participants free eco-friendly alternatives.

Brightonians were able to donate their empty single-use containers via home collection or at Jubilee Square to be transformed into benches for the local community.

"Failure to renegotiate a 30-year PFI contract for Brighton & Hove Council has meant locals have been unable to recycle a wide variety of plastics, including laundry plastics which account for almost 100 tonnes of the plastic waste Brighton produces annually," explains



Rob Jones-Mantle from Magpie. "As a result, communities have been stepping up to fill the void and tackle the plastic problem themselves."

Nick Green, co-founder of smol, adds: "Brighton is just one example where systems and infrastructure are failing people who want to make a difference and help the environment. People have been taking matters into their own hands for long enough; it should be laundry giants – the likes of P&G and Unilever – that should be footing the cost and doing their part in reducing waste by switching to readily available sustainable alternatives to plastic packaging that are more easily and widely recycled."



## Corona debuts alcohol-free Cero in the UK

**BEER** brand Corona has launched its new non-alcoholic drink Corona Cero onto the UK market.

Brewed with 100% natural ingredients, the brand says the 0.0% alcohol alternative has the same 'crisp and refreshing taste' as Corona Extra, with 'subtle citrus notes that deliver a perfectly balanced flavour', adding that it's best served cold with a signature wedge of lime.

To celebrate the launch, Corona held a two-day Nature Exchange in Spitalfields, London, to give consumers a chance to swap out their everyday fizzy drinks in exchange for a free bottle of Cero.

"We know that day to day life often adopts routine habits that we find hard to

break, which is why we're excited to see people switch from their soft drinks to a natural refreshing alternative, Corona Cero," says Irini Komodikis, Corona marketing director,

Europe. "Maintaining the same all-natural ingredients our brand is known for, the non-alcoholic drink served at the Nature Exchange gives consumers the chance to break their habits, reconnect with nature and celebrate a more balanced lifestyle."



## Dome launches chocolate-covered vitamins range

DOMÉ Vitamins has launched with a line of innovative iron-rich supplements in the form of real chocolate domes designed to help with low iron, painful periods and pregnancy.

Rich in flavour and polyphenols, the milk and dark chocolate domes have been formulated by nutraceutical scientists and are made using Fairtrade cocoa with no chemical fillers.

**Iron Assist** features micro-encapsulated iron for high absorption and has been specially designed for a sensitive tummy. With no bitter aftertaste, the dark chocolate domes offer the added benefits

of vitamin C, B6 and B12 to combat fatigue.

The dark chocolate Period supplements have been designed to infuse iron into the bloodstream and replenish what is lost during menstruation; they are also enriched with vitamin C, B6 and B12.

Dome Vitamins' morning sickness-friendly milk chocolate Pregnancy & Prenatal supplements

feature micro-encapsulated iron, liposomal vitamin C and D and buckwheat-enriched folate. Buckwheat folate offers a slow and sustained release to ensure maximum and prolonged foetal uptake.



## NKD Living in new deal with Holland & Barrett

SUGAR alternative brand NKD Living has become the exclusive supplier of erythritol products to Holland & Barrett (H&B) following a deal that will see the brand's three-strong range initially stocked in 363 stores across the UK and Ireland.

"We are delighted to be working with Holland & Barrett to provide NKD Living's range of natural sugar alternatives to low-carb consumers," comments brand co-founder, Sophie West (who featured in NPN's recent 30 under 30).

"We launched the brand in 2015 after realizing our local

H&B were lacking a plant-based, zero-calorie product range to support low-carb bakers seeking natural sugar alternatives. It's a great feeling to be at the start of this journey with Holland & Barrett and I am pleased our range will be more easily accessible to high street customers."

The companies say that the launch of NKD Living at H&B reflects the increasing demand for plant-based, keto-friendly products from consumers navigating a low-carb lifestyle and looking for versatile sugar-free sweeteners.





# SUPPLIER CONNECTIONS

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## Bb

### Better Being Co.

solaray.co.uk  
customerservice@solaray.co.uk  
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Omnivita is the sole distributor of Bragg in the UK and Europe (Organic Apple Cider Vinegar, Apple Cider Vinegar drinks, Liquid Aminos, herb seasoning and Nutritional Yeast). We also distribute our own Omninatural branded products (Snail Gel, Tart Cherry Juice, Noni Juice, Liquid Chlorophyll), and the Copura brand (Organic Extra Virgin Coconut Oil, Coconut and Aloe vera toothpaste)

### BioCare Ltd

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Tel: 0121 433 3727

Email: customerservice@biocare.co.uk  
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At BioCare, we care. And have done for over 30 years. We care about helping people around the world be the healthiest version of themselves. We do this by creating advanced, effective food supplements without the use of unnecessary additives, made in the UK. And we pride ourselves on giving free expert advice, support and education.



Shaping a healthier society

## Cc

### Clearspring

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Email: sales@clearspring.co.uk

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Clearspring is a family business and for over 27 years we have been committed to pioneering authentic, plant-based Japanese specialities and organic fine foods. Our core belief is that everyone should have access to quality food to eat well. Our products make a valuable contribution to sustainable agriculture, by supporting organic farmers and artisan food producers.

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## Ee

### Eco Living Scandinavia

16 - 17 November 2022

MalmöMassan, Sweden

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## Gg

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### HealthAid Ltd

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**Nn****National Assoc. of Health Stores**

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NAHS is the only trade association in the UK representing the interests of independent health food stores. Our aim is to protect and enhance the businesses of our members.

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[www.solgar.co.uk](http://www.solgar.co.uk)  
[www.naturesbounty.co.uk](http://www.naturesbounty.co.uk)



The Nature's Bounty Co. Ltd is a global company committed to consistently producing the highest-quality products, offering two innovative and trusted brands, Solgar® and Nature's Bounty®. For more than 70 years, Solgar's expansive range food supplements has been backed by rigorous scientific evidence, setting a 'gold standard' for product quality, purity and potency guarantee. Nature's Bounty®, new to the UK market is a range of 26 supplements especially selected for the European market in new convenient formats from adult gummies and caplets to mini softgels.

### NATURE'S GREATEST SECRET

Optimised Energetics Ltd.

Castle Keep Business Centre,  
High Street, Wadhurst,  
East Sussex TN5 6AH  
tel: 01892 457360  
email: [sales@colloidsilverplus.co.uk](mailto:sales@colloidsilverplus.co.uk)  
[www.colloidsilverplus.co.uk](http://www.colloidsilverplus.co.uk)



**NATURE'S GREATEST SECRET**  
Britain's No1 Colloidal Silver Brand

The Number one award winning Colloidal Silver Brand Nature's Greatest Secret manufactured by Optimised Energetics Ltd offers retailer support and is committed to producing the finest quality Colloidal Silver products with the greatest choice and value. Specialist ranges for both human and pet include best selling solutions, gels and creams.

### NaturesPlus

Tower Bridge Business Complex,  
J216, 100 Drummond Road,  
London SE16 4DG  
tel: 0800 917 3084 fax: 0800 096 4831  
email: [uksales@naturesplus.com](mailto:uksales@naturesplus.com)  
[www.naturesplus.co.uk](http://www.naturesplus.co.uk)

**NaturesPlus**

### NutraTea

Unit 2 Cleveland Way,  
Hemel Hempstead Industrial Estate,  
Hemel Hempstead HP2 7DL, UK  
tel: 0203 146 7150  
email: [info@nutratea.co.uk](mailto:info@nutratea.co.uk)  
[www.nutratea.co.uk](http://www.nutratea.co.uk)

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## Pp

### Pravera

Conchieton Business Centre,  
Kirkcudbright,  
SCOTLAND DG6 4TA  
Tel: 01557 870203  
Fax: 01557 870403  
Email: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)  
[www.pravera.co.uk](http://www.pravera.co.uk)

Pravera has been distributing natural and organic certified brands in the UK for over 18 years and currently offer 16 brands of synergistic products for health food stores, pharmacies and e-tailers, covering make up, skin care and aromatherapy, through to sanitary care, herbal haircare and household cleaning.



### ProVen Probiotics

Unit 3, Christchurch Road  
Baglan Industrial Park,  
Port Talbot  
South Wales SA12 7BZ  
tel: 01639 825 107  
email: [info@provenprobiotics.co.uk](mailto:info@provenprobiotics.co.uk)  
[www.provenprobiotics.co.uk](http://www.provenprobiotics.co.uk)

**PROVEN**  
PROBIOTICS

## Qq

### Queenswood Natural Foods Ltd

Bristol Road, Bridgwater  
Somerset TA6 4AW  
tel: 01278 423440  
email: [sales@queenswoodfoods.co.uk](mailto:sales@queenswoodfoods.co.uk)



Queenswood Natural Foods has been a leading wholesaler to the trade for over 35 years, specialising in bulk and pre-packed wholefoods, including organics and own label. We also distribute an extensive range of branded products to the retail trade, including fair trade, eco-friendly, GM free, vegetarian, vegan and free from products. Within our range of over 8,500 items is a large selection of chilled and frozen goods. Distributing across southern England and the Midlands using our own fleet of multi temperature controlled vehicles we provide a personal service to help your business develop.

## Rr

### Raw Living Ltd

23 The Stables, Ford Rd, Totnes  
Devon TQ9 5LE  
hello@rawliving.co.uk  
[rawliving.co.uk](http://rawliving.co.uk)



### Rhumveld UK

Mocatta House, Brighton BN1 4DU  
tel 01273 006 039  
email [customerserviceuk@rhumveld.com](mailto:customerserviceuk@rhumveld.com)  
[www.rhumveld.com](http://www.rhumveld.com)  
Rhumveld UK are specialists in the supply and distribution of a complete assortment of nuts, dried fruit, seeds & superfoods, with a sustainable business and well established partnerships and agencies worldwide. Import, export & distribution- mixed pallets to full container loads. UK office/warehouse. Full conventional and organic range. Food ingredients. BRC Certified. Organic Farmers' & Growers Certified



### Rio Health Products Ltd.

2 Centenary Estate, Brighton BN2 4AW  
Tel: 01273 570987  
Email: [info@riohealth.co.uk](mailto:info@riohealth.co.uk)  
[www.riohealth.co.uk](http://www.riohealth.co.uk)  
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Based in Brighton, Rio Health specialises in high quality South American botanicals including Pau d'Arco, Suma, Yerba Mate and Guarana, offering a selection of high quality, whole-plant botanicals and extracts and superfoods including Maca, Graviola (soursop), and Quebra Pedra. The Rio Amazon collection also includes tropical teas and Rio Rosa Mosqueta natural skincare products. The Rio Health tinctures, including Cat's Claw, Manayupa (Burbur) and Stevia. Rio Health is the UK distributor for epigenar®, Green Magma barley grass juice extract, Best Choice supplements and oral sprays.

## Ss

### Salus UK Ltd

2 Lea Green Business Park  
St Helens WA9 4TR  
Tel: 01744 815 042



**Floradix®**

Salus UK distributes a high quality range of liquid food supplements, herbal tablets, organic herbal teas and plant juices to the health food trade. Our Floradix range of liquid supplements belongs to the best selling products in the trade and has been on the market for more than 40 years. All Salus products are manufactured according to GMP standards which guarantees the highest possible product quality.

### Shanghai Freeman Europe B.V.

Prinses Margrietplantsoen 33  
The Hague, - 2595 AM, Netherlands  
tel: 00 31 85 485 4488  
e: [info.europe@shanghaifreemen.com](mailto:info.europe@shanghaifreemen.com)  
[www.shanghaifreemen.com](http://www.shanghaifreemen.com)

### SKN-RG Organic & Vegan Skincare England

Marshlands, The Street,  
Salcott, Essex CM98HJ  
tel: 01621 736382  
e: [info@skn-rg.com](mailto:info@skn-rg.com)  
[www.skn-rg.com](http://www.skn-rg.com)

### Soil Association



Spear House  
51 Victoria Street  
Bristol BS1 6AD  
tel: 0117 314 5000  
fax: 0117 314 5001

email [reception@soilassociation.org](mailto:reception@soilassociation.org)  
[www.soilassociation.org](http://www.soilassociation.org)

### Suma Wholefoods

Unit G15, Lacy Way,  
Lowfields Business Park,  
Elland, Halifax,  
Yorkshire HX5 9DB  
Tel: 01422 313848  
Email: [sales@suma.coop](mailto:sales@suma.coop)  
[www.suma.coop/wholesale](http://www.suma.coop/wholesale)



Our co-operative has delivered responsibly sourced vegetarian and vegan products across the UK and internationally for 40+ years. We offer 7,000+ ambient, chilled and frozen lines. Our 1000+ own-brand food items, environmentally-friendly cleaning range, Ecolife, and our natural body care range, ALTER/NATIVE, include bulk sizes for zero-waste and refill stores.

## Tt

### Terranova

Bio-nature, Trafalgar Park,  
Admiral Way, Keighley,  
BD213LN

tel 01535 611446

email [Sales@bionature.uk.com](mailto:Sales@bionature.uk.com)



The Terranova philosophy embodies complete nourishment, deep healing and profound wellbeing. Intensely synergistic formulations with a scientific yet holistic approach

to product development. Through their choice to avoid added fillers, binders or other excipients, Terranova express their commitment and passion for product purity and integrity. Their belief is that properties unique to fresh and unadulterated botanical and superfood ingredients hold the key to unlocking the maximum health potential of the many vitamins, minerals and other nutrients that we use in our industry. Welcome to the future of supplements.

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## Uu

**Urtekram – Nordic Beauty**  
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Mariager, Denmark  
email [info@urtekram.dk](mailto:info@urtekram.dk)  
[www.urtekrambeauty.com](http://www.urtekrambeauty.com)



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## Vv

**Veganicity**  
Dolphin House  
G1 Chaucer Business Park  
Dittons Road,  
Polegate BN26 6QH  
tel 01323 388150  
email [sales@veganicity.com](mailto:sales@veganicity.com)  
[www.veganicity.com](http://www.veganicity.com)



Veganicity is the UK's premier brand of nutritional supplements for vegans. With around 100 products all registered with the Vegan Society, Veganicity offers something for everyone and all health needs. All backed up with excellent customer service. Call us today to see how we can help your business meet the needs of your vegan customers.

**Vintage Roots Ltd - The Organic Wine People**  
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Heckfield, Hook, Hants, RG27 0JZ  
tel: 01189 326566  
email: [trade@vintageroots.co.uk](mailto:trade@vintageroots.co.uk)  
[www.vintageroots.co.uk](http://www.vintageroots.co.uk)



Contact us by email, or telephone to set up an account, request Trade List, or arrange a visit. We also supply in bulk for manufacturing.

## Viridian Nutrition

15-17 High March, Daventry,  
Northants NN11 4HB  
Tel: 01327 878050  
Email: [info@viridian-nutrition.com](mailto:info@viridian-nutrition.com)  
[www.viridian-nutrition.com](http://www.viridian-nutrition.com)



Since 1999, we've been creating the purest, kindest health supplements, always with a healthy attitude. Our ethical formulas are crafted by expert nutritionists using clinically evidenced research. We #digdeeper to ensure every ingredient is sourced with 100% care so it can make a lasting difference for you, for charities and for the planet. Viridian is UK-based, independently owned with a range of 220+ effective supplements, all with 100% active ingredients, no GMO, no fillers. 80+ products certified organic and all palm oil free. Top ethical marks in The Good Shopping Guide and officially cruelty-free with Leaping Bunny approval for the topical range.

## Ww

## Weleda

Heanor Road, Ilkeston  
Derbyshire DE7 8DR  
tel: 0115 944 8222  
fax: 0115 944 8210  
email [sales@weleda.co.uk](mailto:sales@weleda.co.uk)  
[www.weleda.co.uk](http://www.weleda.co.uk)

## Wholesale Health Ltd

Hartford Business Centre  
Unit 10 Chester Road  
Hartford, Northwich CW8 2AB  
Tel: 01606 889 905  
<https://wholesalehealthltd.co.uk>



Wholesale Health Ltd have proudly been supplying independents with Good Health Naturally's market-leading products for 20 years. As a family-run, Cheshire-based business, we offer exclusive products that can't be found in chain stores. GHN's award-winning, premium-quality health solutions are supported by scientific evidence, using innovative delivery methods for enhanced absorption.



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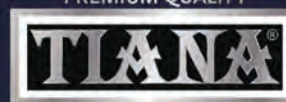
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# Q&A What are you like?

We ask Natural Products News readers to tell us a little bit about themselves

## What led you to the natural and organic industry?

Since I was little my mum always taught me that natural remedies should be the first port of call when you were sick. Creating a product that helps people make healthier choices by championing a wonderful adaptogen such as fungi seems a natural progression!

## If you weren't doing your current job, what would you be doing?

Growing mushrooms! It takes little space and can deliver a sustainable and regenerative food source.

## What is the worst job you've ever had?

Folding jeans in Top Man when I was 16. Standing for eight hours listening to the same CD on repeat, folding piles of jeans that customers would mess up every five minutes was like torture. But it did teach me patience and perseverance!

## Who is your inspiration in our industry?

I cross worlds, so in the vegan space Miyoko Schinner of Miyoko's Creamery – badass female entrepreneur; mushrooms, it has to be Roger Phillips (RIP); and in the organic space, every person trying to make a difference by growing food in the most sustainable way for people and planet.

## What one thing would you change in the natural and organic world?

We have come on leaps and bounds in mainstreaming and



## What is your motto in life?

Smile, it's the most positive thing you can do : )

## What would be the one record you'd like on a desert island?

John Hopkins' *Singularity*. The man is a musical wizard. The Harry Potter of minimal electronica.

## What is your most treasured material possession?

An 18th Century perfume bottle I found in a field, still with some original label on. To imagine where this was made, whose dressing table it sat on and what is smelled like triggers my imagination. Fun fact: I was an extra on *Mr Selfridge* and saw the same perfume bottle in the cabinet on set!

## What's your dream travel destination?

India – I have been fortunate to visit a few times. I once did a charity car rally driving round the south of the country. Tea plantations, tiger sanctuaries, palm tree-lined beaches, and cows everywhere – even on the beach. My heaven. The people are also some of the kindest and most humble I have met. A deeply spiritual nation that appreciates what is really important in life.

## Tell us your nickname?

Zuzu – Zuzu's petals. Name the famous Christmas movie?!



Zoey Henderson

An entrepreneur with a passion for health and wellness, Zoey Henderson founded The Fungtional Brew Company in 2020 out of a desire to bring functional fungi to the mainstream. She lives in North Wales with her partner and sausage dog, Big Barry



## What is the most surprising fact about you?

I have a *Blue Peter* badge – (Zoey 6) I drew a picture of the *Blue Peter* team, coloured in the lines beautifully, most probably decorated stylishly with pasta in places (it was a thing).

## What animal best reflects your personality?

Squirrel – on the outside looking a bit erratic, but actually strategically planning, hiding nuts and organizing their drey. I do aspire to be as good at gymnastics as them!

## What celebrity, dead or alive, would you like to share a meal with?

Boudica – the original badass queen of the Icenis.

## What food is your guilty pleasure?

Chip shop chips, with loads of salt and vinegar! The humble potato. So simple! Reminds me of holidays by the sea and treat nights as a kid. Proper chippy chips should always be soggy.

## What is your perfect plate of food?

Spaghetti arrabiata, steamed kale, cashew and sunflower seed 'Parmesan'. My stepdad is Italian and always told me you could tell how good a cook someone was by their tomato sauce. Cooked well and for a long time the simple combination of juicy tomatoes, garlic, olive oil and salt is a beautiful thing.

## What food item could you never give up?

Chickpeas – a vegan's best friend. From the all-time classic hummus, the Friday night after-pub classic falafel wrap, to soft fluffy merengues and hearty, warming curries. There are also some great farmers such as Hodmedod's growing them in the UK, so you can save on air miles too.

## It's my round – what are you drinking?

Fungtn of course!



## What wisdom would you pass on to the younger you?

Go vegan. I was 30 before I went fully vegan and seeing friends now bringing up vegan kids makes me so happy.

## If you got stuck in a lift which famous person would you want with you?

Dave Chappelle – the funniest man in comedy. Highly intelligent but speaks his mind and knows how to take the mick out of himself. He would crack me up and stop the panic setting in.

## What is the first film you remember watching at the cinema?

*Ghostbusters II*. Slimer scared me, but it confirmed my belief in ghosts and ghouls!





Our monthly round-up of the best of your posts, tweets and updates

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

Our social media star of the month is:

# Mananalu Water

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★



Jason Momoa of *Game of Thrones* fame has a side hustle; through his plastic-free water brand Mananalu he's fighting ocean plastic pollution, and to show his commitment to the cause he shaved off his famous braids live on Instagram while speaking to his 17.1 million followers. Here were his words while the razor rid him of his distinctive locks: "Aloha. Doing it for single-use plastics – I'm tired of these plastic bottles. We've got to stop. It just goes into our land, goes into our ocean. I'm here in Hawaii right now and just seeing some things in our oceans which are just so sad. So please, anything you can do to eliminate single-use plastics in your life, help me."

## F-Beauty

Content Beauty had us intrigued by these colourful teasers which formed a cryptic 'coming soon' GIF on Instagram. Of course, we had to go back to their page on the launch date to hear the big announcement: introducing Finnish brand Djusie (pronounced 'juicy'), an ECOCERT-certified range of Liquid Silk, Acid Bloom and Fruit Glaze skincare.



## Happy Soapتمبر

We can't be alone in lapping up Faith in Nature's Instagram Reel about what to do with soap ends. Its three genius suggestions to eliminate waste are: create a foamy exfoliator using a Soap Saver Bag soaked in water; chop up the soap ends and boil them down with hot water to create liquid soap and cleaning sprays; or simply stick them to the curved underside of a new, wet bar and let it dry.



Tell us who you'd nominate as our social media star, and why – email: [rgreenaway@divcom.co.uk](mailto:rgreenaway@divcom.co.uk) with the details



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The background of the advertisement is a vibrant, textured blue surface. In the top right corner, there is a bowl of colorful vegetable salad. In the bottom right corner, there is a large bowl of Suma Organic Chopped Tomatoes in tomato juice, garnished with fresh green coriander leaves. In the center, a can of Suma Organic Chopped Tomatoes is tilted. To the left of the can are two whole red tomatoes and a small purple glass bowl. Above the can is a small green cactus in a terracotta pot and a cluster of colorful flowers in shades of orange, purple, and green. In the top left corner, there is a plate with yellow star-shaped chips.

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