

## Survey reveals 'true extent' of menopause impact

A SURVEY supported by supplements brand Revive Active has revealed 'the true extent of women's experiences and concerns' when navigating menopause.

The data shows that 74% of the 2,007 women surveyed have suffered from low energy and 68% have experienced brain fog during this new phase of their lives. 57% have felt more anxious and been affected by mood changes, including increased emotional sensitivity (44%) and negative thoughts (21%). The symptoms that frighten women most are weight gain (54%) and forgetfulness (48%).

62% said they would consider taking a daily supplement to help them take control of hormonal imbalances, low energy and brain fog.

Celebrities speaking about their own menopause experiences were shown to have helped women at various stages of menopause; the names most admired by participants are Holly Willoughby, Davina McCall, Kate Garraway and Tamzin Outhwaite.

Dr Anita Sturnham, brand ambassador for Meno Active, says: "It's wonderful to see more women openly talking about the issues they are

facing during the menopausal journey. These survey results highlight the scale and complexity of this natural life stage and shine a light on the physical and emotional struggles many women go through.

"In the perimenopausal period we know that our hormones will start to decline ... I find this period a crucial time to support women with diet and lifestyle measures and this often includes adding in a targeted supplement that helps to support symptoms such as brain fog, fatigue, sweats and mood changes. Rather than wait for things to decline, prevention is better than cure. Intervening before symptoms become significant, balancing out hormones and replacing nutrient deficiencies can help women to arrive at the menopause in a good place."



## Preference for 'natural' foods acquired at early age

RESEARCHERS at the University of Edinburgh and Yale have found that there exists a food bias in early and middle childhood, with kids rating foods which they perceive as 'natural' higher in both desirability and safety.

Such views are believed to stem from parental habits observed in early life, when adult eating patterns are witnessed and mimicked by children, leading to them adopting similar likes, dislikes and beliefs around food.

To unpick children's attitudes towards 'naturalness', the researchers examined food preferences of 374 adults and kids in the US. Participants were presented

with apples and orange juice and made aware of their origins and production methods.

When 137 children under ten were shown three apples – one from a farm, one made in a lab and one grown on a tree inside a lab – the researchers found that apples believed to have been grown in nature were preferred over those grown or created in a lab environment. When asked about the reasons for their preferences, children were more likely to cite freshness, sunlight and the outdoors as contributing factors, while adults were more likely to cite 'naturalness'.

It was also found that out of four different orange

juices – one 'squeezed on a farm'; one with no information; one claiming to have had chemicals 'removed'; and one described as having had

chemicals added – participants 'gravitated to the more natural option'.

Children aged five responded similarly to those

aged ten, leading researchers to conclude that age has 'little effect' on the preference outcome, and that the belief that natural foods are 'good' is established at a young age.

"Overall we provide evidence that ... our tendency to prefer natural food is present in childhood," says the University of Edinburgh's Dr Matti Wilks. "This research offers a first step towards understanding how these preferences are formed, including whether they are socially learned and what drives our tendency to prefer natural things."



## HFMA Bulletin

Tom Moses, director, Natural Trade Brokers



### A year of 'shining bright lights' on the best interests of the industry

Last year the title of my article was 'Keeping the lights on'. This year, I have moved the title onwards and upwards to reflect the successful year that the HFMA has had. In the past 12 months we have done more to keep our industry focused on the factors that are important to us, and which ought to be important to those outside our industry. However, this isn't always the case. In fact, it is regrettable that there are also many 'inside' our great industry who make no contribution to the institutions that offer help and support – not just the HFMA, but the NAHS and other important contributors. More on this later!

Delightfully, this year's HFMA AGM was a 'live' event at the Pewterer's Hall in Central London on a beautiful warm sunny day. It was very special to welcome many of our members to the AGM and seminar and to conduct the whole day's event in a most welcome, personal meeting, rather than the Zooms of the last years. Praise be!

As treasurer, I can honestly say that it has been a privilege to watch the association develop into the respected and truly valued organization it is today. The careful stewardship of our members' hard-earned funds is something I have always taken very seriously. I was pleased to be able to report on another record year of subscription income, and there is every indication that this will be exceeded once again in the current year. Interest in

membership continues to be high. For the HFMA to be able to continue its great work, this is vital. There is no question that the current trading environment remains challenging, but investment in an HFMA subscription is something that I, and many others like me, continue to make without question. It is a sound investment for my business, and I have come to think of the HFMA team as being an extension of my own. As an industry, aren't you glad that you have the security of the HFMA to look after your interests? Only by being a member can you guarantee to have that security.

Once again this year, I applaud our supportive members who help drive these initiatives through their subscriptions, but it remains the case that we need more companies to engage with the HFMA to help us secure the future, and not just ride on the coat-tails of the HFMA members who support and care for this great industry. If you are not a member of the HFMA and want to know more about how you can help us to protect, promote and defend this industry, please make contact with the secretariat at hfma@hfma.co.uk.

Finally, wasn't it magic to welcome back NOPEX 2022. Please applaud Carol, George and the hard-working crew who 'flicked on the NOPEX switch' and made this great event happen again. No doubt, we will see you next year and have another splendid time.

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



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