



50
YEARS
1965 2015

CELEBRATING

50
YEARS

Who's who at the HFMA

Industry tributes

An HFMA history

The road ahead

Plus: LAPAD explained ♦ Key industry developments
♦ Why it pays to be a member ♦ Legislative update

CONGRATULATIONS
on your 50th Anniversary



WELCOME 

Welcome



Welcome to this special anniversary magazine, celebrating five decades of the Health Food Manufacturers' Association.

For 50 years, the HFMA has played a crucial role in promoting, defending and working to secure the best possible outcomes for this amazing industry. It is a real privilege to chair such an organisation, whose support and dedication is truly inspiring.

In this, our key 50th anniversary year, the HFMA felt it was important to underline just how much our vibrant health food industry has done to improve the health of the nation over the last half century. Not just because it's nice to look back, but because it's important to show that our industry is a powerhouse for the future. Just imagine the wealth of products we take for granted today that were actually pioneered through our industry; wholegrain bread, gluten free foods, low fat dairy, the first probiotic products, 'superfoods' and the emergence of supplements for particular needs, such as folic acid in pregnancy, to name just a few.

On June 12, the European General Court rejected the HFMA's robust legal challenge to the Nutrition and Health Claims Regulation, probably the single most important and immensely damaging piece of regulation to hit our industry in decades. After years of detailed preparation

and submissions, this was disappointing news for industry and consumers, as it represented a refusal by the Court to recognise and address much of what is wrong with the flawed implementation of this Regulation.

It would, of course, have been an extremely brave move for the Court to overturn such a central piece of European legislation. Nevertheless, it was absolutely right that the HFMA's powerful, fair and just arguments, overridden and ignored for years by the bureaucrats in Europe, were powerfully presented on behalf of our members, as they absolutely needed to be. We initiated this action as a 'last resort', when our serious concerns about the claims regulation were continually ignored. However, I am heartened that nearly three years down the road, the Commission seems to be showing a willingness to open the discussion on certain areas of claims regulation. Most importantly, I am extremely proud of our efforts to defend our industry, members and consumers, and never more so was the HFMA the true 'voice of the industry'.

While we are not afraid of difficult decisions when there is no other option, we've also shown that, by working in cooperation with Regulators whenever possible, we can achieve great things. There is no better example than the Article 14 disease risk reduction claim for folic acid and the reduced incidence of neural tube defects, formally approved by the European Commission, with a claim dossier compiled by Dr Michele Sadler, the HFMA's Scientific Adviser.

The HFMA has also gained great respect working with Regulators in defence of the industry, as in 2014's Judicial Review on glucosamine, when we successfully supported the MHRA in its defence of an action that was actually challenging the continued existence of glucosamine as a food supplement. Since then, permission to appeal has unfortunately been granted and the case will be heard again in October 2015, so once again, the HFMA is stepping up to provide support in a way that no other trade association seems willing or able to do.

With the assistance of our political advisors, Cicero Group, we are delivering a step change in our relationships with Westminster and Brussels. On top of this, the HFMA's central role in developing and strengthening our key European Federation, the EHPM, is also accelerating.

No one knows what the next 50 years will bring. But we do know two things with almost certainty. Firstly, that the lifeblood of this industry, innovation for the better health of the nation, will not cease, no matter what regulatory obstacles are placed in our way. And secondly, that the HFMA will be there to support the managers and organisations of today and tomorrow to help consumers to live healthier lives.

Together, we will be stronger to take on whatever the next half century holds.

Robert Taylor

Robert Taylor

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Congratulates
the HFMA on their
50th Anniversary



News round-up

The latest from the world of the HFMA.

The HFMA celebrates 50 years in style

Movers and shakers from across the natural health industry joined with important Peers, MPs and Press at a glittering event to mark the 50th anniversary.

The special event, organised by the HFMA's Linda Phillips and Executive Director, Graham Keen, treated hundreds of guests to a sunshine-filled boat ride along the River Thames, before coming to a stop at the stunning location that was the Old Royal Naval College's Painted Hall – dubbed 'the finest dining hall in Europe'.

There, guests, which included a large number of representatives from HFMA member companies, along with past and present Chairs of the organisation and previous winners of the Maurice Hanssen

Award of Honour, were treated to a Champagne welcome, before a speech from HFMA President, Peter Aldis.

Once inside, the party enjoyed a sumptuous three-course dinner, before important words were imparted. First up was Lord Philip Hunt, who has long had a connection with the industry, going back nearly half the 50 years the organisation is celebrating.

Also speaking was the HFMA's current Chair, Robert Taylor, who spoke in detail about the incredible achievements of the organisation over the last 50 years. Not only did he highlight some of these, such as the successful Article 14 disease risk reduction claim for folic acid, he also referred to the ongoing challenges, including the

rejection of the legal challenge over the implementation of the Nutrition and Health Claims Regulation.

It was also revealed that a new report, *Micronutrient Initiatives for Future Health*, is to be released (details of which can be found on page 16 of this magazine. This follows the encouraging roundtable held recently and led by the distinguished Professor Peter Aggett. It was also confirmed that the HFMA is planning to support the formation of a new All Party Parliamentary Group (APPG) on Micronutrients for Health.

Robert concluded his speech by looking ahead, assuring that the HFMA will remain just as robust in its support of the industry as it has in the past.



INDUSTRY PIONEER WINS PRESTIGIOUS AWARD IN ANNIVERSARY YEAR



Dr Kartar Lalvani OBE has been announced as the 2015 winner of the HFMA's prestigious Maurice Hanssen Award of Honour.

The natural health industry's greatest accolade has been awarded to Kartar for his leading passion and innovation

in helping to shape the industry throughout his professional life.

No stranger to well-deserved accolades, he has previously been awarded the OBE for services to healthcare and his extensive and varied charity work, including Wellbeing of Women, BLISS, The National Osteoporosis Society, The British Heart Foundation, ZSL London Zoo, National Literacy Trust and the Victoria Cross and George Cross Archive Project. Kartar is a Fellow of the Royal Pharmaceutical Society, and Honorary Professor of leading French University, Franche Comté, part of Europe's oldest 900-year-old medical institute in Besançon.

Kartar came to the UK in 1956, graduating from the Chelsea College of Pharmacy, before gaining his doctorate from Bonn University. He founded Vitabiotics in 1971, launching Oralcer, the patented and licensed mouth ulcer treatment, as the first product from the company. In 2013, after over 40 years of trade and innovation, Vitabiotics became the UK's number one vitamin supplement company.

Kartar has achieved many remarkable milestones in his life, which have brought wide benefits to public health and the natural health industry alike. For two decades, he pioneered the work of scientists working in the field of vitamin B12 and neural tube defects. On the basis of this and undisputed global scientific evidence, Shine, Europe's largest organisation dedicated to spina bifida, announced in 2012 the first ever update to its official recommendation, to take folic acid and B12 during pregnancy.

ACCOLADE FOR LEADING TV DOCTOR

The HFMA's Health Journalist of the Year Award has been presented to Hilary Jones.

Presented during the organisation's magnificent ceremony to mark its 50th anniversary at the Royal Naval College's Painted Hall, Dr Hilary was on hand to accept his award from Chair, Robert Taylor (pictured right).

This prestigious honour, awarded by the HFMA on behalf of its member companies, is a prized title amongst serious, progressive health writers and broadcasters that is awarded annually to celebrate support of the natural health industry.

Dr Hilary qualified as a GP in 1976 at the Royal Free Hospital in London, and became the TV-AM doctor from May 1989. He featured regularly on GMTV since 1993, where he was the health and medical advisor. In 2014, he became the media medic for *Good Morning Britain*. As part of this role, he reports on emerging medical news stories, as well as informing the public about various medical problems, such as weight issues, a healthy diet, surgery and cancer.

His work with health charities is extensive, and he is a patron and ambassador for the Meningitis Research Association, Stroke Association and the British Heart Foundation, amongst many others. He has written seven books addressing broad areas of health, from dealing with the menopause, to children's health.

Most recently, he has helped to defend the natural health industry in a feature for *Good Morning Britain*, where he explained the huge prevalence of vitamin and mineral deficiency throughout the country, and quoted directly from HFMA messaging on the vital nature of vitamins in the body.

In presenting the award, Robert praised his dedication, influence and extensive knowledge commenting: "We are extremely proud of Dr Hilary's support of our organisation today, on the 50th anniversary of the association. His position as the nation's favourite sofa doctor for over 25 years has given him a huge opportunity to offer influential and responsible health advice to the nation.



"In this role as the current Health Editor of ITV's breakfast television, he promotes a sensible attitude to diet and exercise and encourages preventative lifestyle approaches including supplementation, an attitude which our members hold close to their hearts."

Commenting on his award, Dr Hilary added: "I'm honoured to be here tonight with the HFMA to celebrate 50 years of the association, and it has been my pleasure to meet so many hard-working professionals in this industry. I have always advocated a sensible and

straightforward attitude to health, and I keep a close eye on new research, constantly questioning what I read on a daily basis. My lifelong passion for delivering honest and sensible health advice to the nation is one I hope to keep exploring for many years to come, and I thank responsible companies, such as those in the HFMA, for their constant innovation and support of this mission."

Past winners have included Jerome Burne, Sarah Stacey, Dr Chris Steele, Dr Thomas Stuttford, Amanda Ursell, and last year's winner, Caroline Jones.

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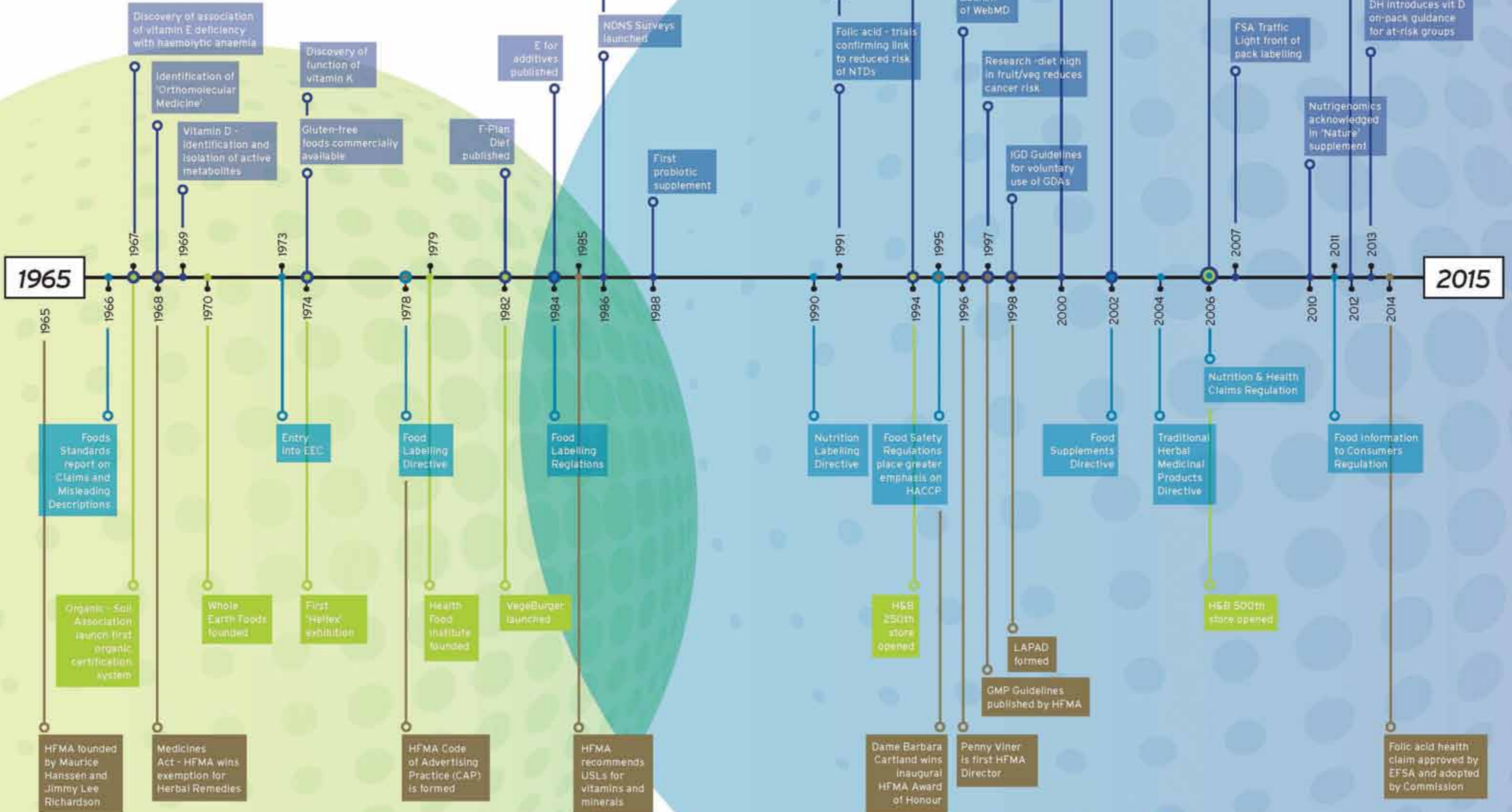
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An HFMA history

We trace the milestones of both the HFMA, and the industry as a whole, over the last five decades.

● HFMA ● Legislative ● Nutrition ● Industry





A look back

Back in 2005, as the HFMA marked its 40th anniversary, the late Maurice Hanssen, President, looked back over the history of the organisation.

I was one of a group of concerned manufacturers, led by the dynamic red haired Irishman, Jimmy Lee Richardson, who had been meeting to debate our increasing concerns over second rate products, with wild claims damaging the credibility of health foods.

I was sitting in my Colnbrook office in the summer of 1965 with my advertising agent, Ken Rusby, planning a campaign to promote Delicia canned meatless meals when the phone went. It was Jimmy, saying that we now had the funds to start a new association and everyone wanted me to be the Chairman.

I was 33-years-old and delighted to accept the challenge. As I put the phone down, I turned to Ken and asked him to become, without payment of course, the first Secretary, a job he held for the next 25 years.

In that first year, we recruited over 60 members, established a Constitution and began to create standards. I was Chairman for the first three years and in that term we established strong relationships with

Parliamentarians, the DHSS and MAFF. We also had our first political battle with DHSS over the 1968 Medicines Act, which was threatening the very existence of many herbal medicines. We started a Consumer group, The National Association for Health, under Labour MP, Joyce Butler, with the most prolific and best-loved romantic author in the world, Barbara Cartland, as President. Jimmy's successful *Here's Health* magazine trumpeted the cause for freedom, encouraging consumers to write what they felt to the DHSS.

We worked closely with our excellent sister organisation, the British Herbal Medicines Association. We all went into action. Before the days of computers, thousands of complaining letters showered onto the desks of officials and MPs. The Ministry could stand it no longer. The senior civil servant involved, Raymond Tringham, called me to his office to say that the DofH was being ground to a halt.

"Can you call them off?" he asked, "Yes, if you do a deal," and so Section 12⁽²⁾ of the Act was included, whilst the BHMA



succeeded in safeguarding practitioners with 12⁽¹⁾.

After three invigorating years as Chairman, I was asked to carry on. I said: "No, if we are to maintain vitality at the centre, we need a regular change of leader, not a monopoly."

So they made me President, with special responsibility for overseas relationships, to be elected annually, which they have kindly done ever since.

We started an annual residential training course for retailers, called REMTEC, where the leading producers and experts explained their sectors. The food was vegetarian, mostly produced by HFMA members, with the original packs on the tables. It was successful and also created warm, enduring and positive bonds of friendship with the retailers.

Exhibitions were mounted in conjunction with the retailers, first REMCON and then Helfex. I chaired many of them and we created real enthusiasm in the earlier years because we were more a health movement than a business, we had a mission to



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EUROPEAN RELATIONS

In 1972, I wrote about the Common Market: "If we are to maintain our freedom to sell an assortment of health foods and medicinal products, proposed legislation will need to be modified and it is almost certain that in the next 10 years, the pattern of trading will be changed and we will have to increase our expertise if we are to maintain a strong position in a specialist world."

And we are still all energetically engaged on the same process!

We were working on legislation with the GEAMR, the European Retailers Association, and I was Treasurer. Sadly, this group has now run out of energy. We were trying to build exports and had HFMA exhibitions in the Netherlands, France and Germany, where their Director, Dr Rudolf Lamsfuss, said: "We have spent 50 years growing a beautiful apple tree, who are you British to come and steal our lovely apples!"

So, I resolved to form the EHPM, the European Federation of Health Product Manufacturers' Associations. Neville Kirby and I met the head of the German Association, Dr Klaus Hancken, in Amsterdam and we finished the Constitution at around 3am. We then invited the other Associations to come and join us. A consensus is so much easier with two!

I became President and Germany, soon with Wolfgang Reinsch as their Executive, provided the Secretariat. It is now a most influential group, based at the centre of power in Brussels with a new Chairman every three years and, yes, I am still President and we have 26 members.

STRENGTH TO STRENGTH

The year 1978 was a great leap forward for

the HFMA.

The passing of the Advertising of Medicines to the Public Regulations that year gave us the opportunity to have an officially recognised Code of Practice to vet members' advertising and labelling.

I recruited the wonderfully effective Dr Adrienne Mayes, who answered a postcard in the Post Office window, to run it. This she did until 1994. Now called LAPAD, our team of Gwyneth Dicks and Jenny Akers continue to provide an exemplary service and are a cornerstone of our service base.

Soon after starting, Adrienne and I became alarmed at the high levels of nutrients in some supplements. We doubted they were safe and food has to be safe. So, the concept of upper safe levels was born.

Our work was scientifically supported, firstly by Professor André McLean and then definitively by Dr Derek Shrimpton, whose work has helped us take the system to the world in Codex and to the EU in the Supplements Directive. We cooperated with PAGB, CRN and MAFF, which all contributed to the work, with scientific funding from CRN.

Professor David Richardson is now leading the science in the UK with help from Dr John Hathcock, of the US CRN, and Dr Michele Sadler, of the HFMA. The extremely complex technical issues were managed by Peter Berry Ottaway and then Michael Evans with great skill and insight.

HFMA celebrated 21 glorious years on May 6, 1986, with a luncheon under the Chairmanship of Colin Tophill at the Burnt Stub Mansion at Chessington. Many distinguished past and future Chairmen were present, including Roger Lane, John Peet, Neville Kirby, Denis Bowley and David Hampson. Our latest recipient of the HFMA's Award of Honour, Brian McLoughlin, attended before he became our longest serving Treasurer. Within

weeks, the Burnt Stub was reduced to ashes but the HFMA went on from strength to strength.

In 1996, the HFMA Council came to the conclusion that although we were unquestionably effective, the rapidly increasing legislative workload meant that we needed to be far more professional. I had the idea of inviting our then Chairman, Penny Viner, who ran Weleda, to take on the task and to our general delight she accepted. So the modern HFMA was born.

Penny was famously successful and retired in August 2003, leaving a first class organisation behind for our present Director, David Adams, to inherit and put his own stamp on.

The year 1998 saw, with the founding of IADSA, the globalisation of supplement organisations. This International Alliance of Dietary/Food Supplement Associations comprises 50 member associations representing every continent. Both HFMA and CRN represent the UK. IADSA is a powerful voice at Codex and works internationally, like ourselves, to achieve freedom of sales through quality, safety and credibility. I have been one of the European representatives on the Executive since the beginning and am encouraged that the future will be the stronger for all of us.

Forty years on, I look back with pleasure on the enjoyment of working with like-minded friends from many associations in all parts of the world to achieve our worthwhile objectives. I look forward to contributing for so long as I am both able and useful in our unending and usually warm and creative relationships with law makers and enforcers, many fine scientists, the media in all its manifestations, our consumers and with my real and my extended family – those of you who celebrate with us. The HFMA is in strong hands.

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An overview of the 'Micronutrient Initiatives for Future Health' roundtable initiative

We take a closer look at the recent roundtable initiative hosted by the HFMA, and how its findings will be used in the future.

On April 22, 2015, a roundtable meeting was held on behalf of the Health Food Manufacturers' Association (HFMA) as part of this year's HFMA 50th anniversary celebrations, reinforcing its status as the authoritative and responsible voice for the natural products industry.

The meeting was chaired by the renowned Professor Peter Aggett, and participants included Professor Brian Ratcliffe, Dr Sunhea Choi, Dr Marilyn Glenville, Dr Michele Sadler, Professor Martin Wiseman, Dr Victoria J Burley, Dr Ian Johnson, Sara Stanner and Dr Alice Lucey, bringing together a group of respected experts in the general area of human nutrition and public health and each with differing backgrounds to offer varied viewpoints and perspectives.

The focus of the roundtable was to explore and discuss the following theme: 'The evolution of UK micronutrient public health recommendations; a review of the past (1965-2015) and a look at future prospects (2015-2065).'

To help provide a fresh perspective on the subject, a survey was conducted by Opinion Health in March 2015, on behalf of the HFMA, which helped to support the discussions at the roundtable. This survey was designed to gather the opinions and responses from 26 health professionals and specialist nutrition leads and identified key themes and opinions from this audience around successful interventions, policies

and approaches related to micronutrients in the UK.

During the roundtable, discussions focused around the following issues:

IMPROVING USE AND INTERPRETATION OF MICRONUTRIENT DIETARY REFERENCE VALUES

The group agreed that there is a strong need to look at how DRVs are currently being used and to realise there are significant pitfalls in the way that they are being interpreted, and inappropriately applied to individuals.

EMPOWERING THE EDUCATORS

Widespread low levels of knowledge and understanding of DRVs for micronutrients among healthcare professionals (HCPs) across the UK was identified as an important issue within the context of the UK population and of strategies to explore and address any possible risk of inadequate micronutrient intakes.

COMPLEXITY AROUND MESSAGING AND OUTREACH

The roundtable group debated a wide range of complexities around how to frame advice and messaging for micronutrient recommendations, as well as barriers that hinder the ability to reach out effectively and engage target audiences with these messages.

PROMOTING HEALTHY ENVIRONMENTS AND SETTINGS

To improve micronutrient intakes for the better, the group suggested that a macro-perspective is required, as well as analysis of how 'healthy environments', physical spaces and 'healthy settings' correlate and are conducive to sustained behaviour change. In addition, it was important to place emphasis on increasing physical activity, which, as a key driver of total food intake, was an important determinant of overall micronutrient intake.

PUBLIC HEALTH NUTRITION AND A HISTORY OF DEFICIENCY

The roundtable group agreed that it is a feasible and appealing ambition to develop a HCP force (particularly GPs), which has a greater focus on preventative measures for general health and promotion of wellbeing, so they become a less reactive, illness treatment service.

KEY TAKEAWAYS BY THE HFMA

These takeaways were developed by the HFMA following the discussions at the roundtable and do not necessarily reflect the views and opinions of the roundtable participants.

As a result of this roundtable, the Health Food Manufacturers' Association will:

- ◆ **Develop training for HFMA members about DRVs for micronutrients and current regulatory structures concerning supplements, including those relating**

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to Health Claims and Upper Levels:

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- ◆ **Consider how it can focus attention on improving micronutrient delivery to at-risk groups, and the consideration of what might be considered as optimum intake in relevant UK and European scientific reviews:** Raising profile amongst key stakeholders/practitioners involved in the delivery of health and

nutrition advice and services, and scientific committees.

- ◆ **Progress the opportunity to support the formation of a new All Party Parliamentary Group (APPG) on Micronutrients for Health:** There are currently a number of APPGs in Westminster in the food and health sphere, but none that specifically focus on this vital area.
- ◆ **Consider how to lobby effectively for future consumer-targeted guidance to reflect optimum nutrient intakes:** Engaging with UK Department of

Health and/or the European Food Safety Authority (EFSA) and other stakeholders.

- ◆ **Assess how it can promote the assessment of simple, low-cost screening tools for identifying individuals' risk of specific marginal micronutrient deficiencies:** For example, via interactive online, easy-to-use programmes and/or apps or in the future by accurate new diagnostic tests that can be purchased by consumers.

A full copy of the report can be downloaded at the HFMA website.

KEY CONSIDERATIONS

Whilst the HFMA developed key takeaways, the roundtable group agreed on five key areas as important considerations for initiatives and efforts to improve future UK micronutrient public health recommendations and advice.

- ◆ Resolving the uncertainties and inefficiencies around how current DRVs are communicated to healthcare professionals and consumers.
- ◆ Identify research areas to enhance the

quality of data to inform estimates of DRVs for micronutrients for population groups.

- ◆ Changing the amount of knowledge, training and skill building that is supplied in GP and HCP education, and how nutrition/dietary messages are communicated to consumers could allow for increased knowledge for the general public via these professionals.
- ◆ Explore ways by which nutrigenomics,

via combining the studies of nutrition, genetics and epigenetics, can be applied to characterise variability in human requirements and perhaps enable further refinements of DRVs.

- ◆ True behaviour change needs to factor in the influence of the broader environment, including the physical environment on successful public health policy both in relation to diet and physical activity.

Happy 50th Anniversary HFMA



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Health claims update

The HFMA's Executive Director, Graham Keen, offers an update on the current state of play when it comes to the Nutrition and Health Claims Regulation.

A huge regulatory threat to the profitability of the HFMA's 130-plus member companies, to the ongoing prosperity of the retailers and their staff who sell their products, and to the free access to honest and helpful information for millions of consumers who choose to use them, comes from the Nutrition and Health Claims Regulation (NHCR).

This very wide-ranging Regulation required the pre-authorisation of all labelling, marketing and advertising health claims relating to food products. Of particular interest to the health foods industry was Article 13.1 'generic claims' based on generally accepted scientific evidence, and the European health foods industry provided relevant authorities with hundreds of highly credible and well-established claims meeting these criteria. Furthermore, the UK authorities led us to believe that the majority of health claims on the UK market would be retained.

As has been well-documented, after whittling down over 44,000 claims submitted by Member State authorities, the European Commission submitted a list of 4,637 claims for assessment by the European Food Safety Authority (EFSA). In

December 2011, the Commission adopted a list of just 222 permitted claims, whilst around 2,000 claims were rejected and the remainder, very largely botanical claims, remained 'on hold'.

In practice, this meant that over 95 per cent of assessed claims for 'other substances' had been rejected, with the resultant spectre of a devastating impact on the natural health products industry across Europe, as companies lost the ability to inform consumers about their products. Many independent scientists supported the HFMA view that EFSA's assessment of generic claims – mimicking a pharmaceutical-style approach – was clearly inappropriate for judging the long-term health maintenance effects of nutritional substances. To take three examples:

- **Dietary fibre:** Authorities in four member states have accepted dietary fibre claims relating to normal bowel movement but EFSA has not.
- **Glucosamine/joint health:** EFSA has refused to accept data amongst osteo-arthritic patient groups but allows such data for other health relationships.
- **Probiotics:** The rejection of all claims for pro- and prebiotics prompted 180

scientists from 34 countries to sign a statement calling for a more appropriate approach to the assessment of such claims.

In addition, the Commission has totally ignored the imperative that claims must be "well understood by the average consumer" – even the Commission itself has recognised that "hardly anyone" would understand a claim such as 'folate may help normalise plasma homocysteine levels'!

Faced with the continued failure of both the Commission and EFSA to recognise the legitimate concerns of HFMA and other stakeholders regarding the flawed and inappropriate implementation of the Regulation, the HFMA partnered with the Dutch trade association, NPN and important member companies from both associations to initiate a legal action against the Commission in the European General Court.

After some considerable delay, the action was finally heard in Luxembourg in October and, as has been reported in the media and by Robert Taylor earlier in this supplement, we now know that the Court did not decide in our favour. A lost opportunity for logic and common sense to prevail in Brussels.



To Graham and his team, best of luck for the next 50 years.

With our thanks and best wishes

From all at NGT Associates

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Golden tributes

Influential leaders across the natural health sector pay tribute to the work of the HFMA over the last 50 years.

The Health Food Manufacturers' Association has over the years attracted a strong membership base, made up of leading companies from across the sector. Many of these have been long-standing members, and over the following pages, we hear from a range of HFMA members and key industry stakeholders, who pay tribute to the work of the organisation and the impact its efforts have had on the whole sector.

SAFEGUARDING THE NATION'S FUTURE HEALTH

"Viridian Nutrition has been a member of the HFMA since the company started in 1999. It costs a lot to be a member of the HFMA, but it is worth every penny. The HFMA's political lobbying and press activity promote the industry's credibility and help safeguard the future health of the nation. Always informed and always active, the HFMA is a must-join organisation for all suppliers to the health food trade. And a personal memory; at Helfex around 1987/88, when I was editor of *Natural Food Trader* magazine, Maurice Hanssen (then President of the HFMA) introduced me to Dame Barbara Cartland and, despite my being a fiery feminist and pretty left-wing, I remember curtsying like a peasant, she was just so impressive!"

Cheryl Thallon, Managing Director, Viridian Nutrition



DEFENDING THE INDUSTRY

"The HFMA has shown itself to be extremely proactive in defending the interests of the food supplement industry, both at European and national level since I have been involved in the food supplement industry. HFMA's contribution has been pivotal in ensuring that the EHPM can successfully defend our industry's interests in Brussels."

Alban Maggiar, Chairman, The European Federation of Associations of Health Product Manufacturers (EHPM)

A FAR-REACHING VOICE

"The HFMA has been the established voice of the health food industry in the UK for a great many years, and we've been thankful for their expertise and guidance throughout that time. In addition to the services offered by their office team, advisors and experts, they run numerous seminars, which provide invaluable updates for the industry. I often meet our distributors at these events, not only from the UK but also from other EU Member States as well. When I ask them why they travel to a UK meeting, the answer is always the same; they have no comparable organisation or events in their own country. The voice of the HFMA may come from the UK, but it's also heard much farther afield."

Steve Mann, Director of External Regulatory Affairs at Nelsons

A CREDIBLE AND POWERFUL ORGANISATION

"With continuing media and authority scrutiny, the HFMA is the voice of our industry, continually defending and promoting natural products and a natural lifestyle. Congratulations to all those involved over the last 50 years in creating a credible and powerful organisation and here's to the next 50 years!"

John Frisby, Chairman, Health Food Institute

INFLUENCING GOVERNMENTS

"Pharma Nord would like to congratulate the HFMA on its 50th anniversary. The HFMA should be proud of the status it has achieved in Europe, where it has a big influence with Governments and the regulatory authorities."

Bent Henriksen (OBE), Managing Director, Pharma Nord UK



CHAMPIONING NATURAL PRODUCTS RETAILERS

"PAGB is delighted to congratulate the Health Food Manufacturers' Association on its 50th anniversary. The HFMA's work championing the natural products retailers and industry over the last five decades has helped to support one of the most mature markets in the EU and has fostered a thriving health food sector."

Matthew Speers, Chief Executive Officer, PAGB (The Proprietary Association of Great Britain)

ACTING FOR ITS MEMBERS

"The HFMA should be proud of its achievements in representing and protecting the dietary supplement manufacturers in a professional manner and ensuring all members are regularly updated on legislation and market changes to ensure all HFMA members can remain within the law. The HFMA has been very proactive at all times for its members in a number of different areas and we at Willows Ingredients are very honoured and proud to be members of such a professional body that always acts and conducts its business in the full interest of its members."

David Scrivens, Managing Director, Willows Ingredients

WORKING FOR PROPORTIONATE LEGISLATION

"Having been on the HFMA Council for six years, I saw at first hand the excellent job that Graham Keen and the Council members do for this industry. They protect the interests of those in the health food trade to ensure that any legislation is proportionate and relevant to those it seeks to protect. Congratulations on 50 years of success, from humble beginnings to the professional organisation it is today. Best wishes for the next 50 years."

Lynn Lord, Managing Director, Natures Aid



AN APPETITE FOR SERVING ITS MEMBERS

"Having fought successfully against the continuous onslaught of legislation and often malicious, anti-health food trade reportage for 50 years, the HFMA can justly be proud of its magnificent achievements. Members of the HFMA will only fully recognise the enormity of the work and time contributed by the President, the Director, the Committee and those behind the scenes when they themselves have been privileged enough to serve as an elected member of the HFMA Committee, as I did for six years during the '90s. Fortunately, the HFMA's appetite for serving its members and fighting off the all-too-frequent threats against the industry shows no sign of weakening, but it will always rely on the wholehearted support of its members to sustain that ongoing battle."

Neil Traylen, NGT Associates

INVALUABLE SUPPORT

"It's a pleasure working with the HFMA and we are proud to be members. The support the HFMA provides to a small, family-run business like ours is invaluable, for example, in areas such as packaging regulation, where understanding the legislation can be anything from enigmatic to indecipherable! It's always reassuring to be able to talk to the experts at the HFMA about the peculiarities of UK and EU law, to make sure we are marketing our probiotic supplements in an ethical and responsible manner. Congratulations on 50 years from all of us at OptiBac Probiotics, and here's to another successful, happy and healthy 50 years!"

Soraya Janmohamed, Marketing Manager, OptiBac Probiotics

DEDICATION, RESPONSIBILITY AND PASSION

"Nutrition has advanced significantly in the last 50 years and it is a huge credit to the HFMA that they remain a very active, focused and determined organisation, ensuring they protect the rights of businesses, and ultimately consumers, to access appropriate and, in many cases, necessary health products. As a group of branded and manufacturing businesses, NutraHealth is very passionate about how we contribute to improving the health of individuals in the UK and around the world. As active members of the HFMA, we see that same level of dedication, responsibility and, most importantly, passion for our industry throughout the HFMA. It is something they can be very proud of, especially continuing to do so as enthusiastically today as I have no doubt they did 50 years ago!"

James McEuen, Managing Director, NutraHealth

FOSTERING FOCUSED COLLABORATION

"We here at the Irish Health Trade Association (IHTA) would like to pay tribute to the robust co-operative links forged over the years between our two associations. The HFMA's attention to maintain and foster focused collaboration across the Irish Sea has ensured that there are no unnecessary barriers to the common goal of nurturing and protecting a vibrant industry. Our affiliation is useful and valuable and we say 'comhghairdeas' for 50 years of wise and confident stewardship."

Phil Costigan, Chairman, Irish Health Trade Association





INDUSTRY IN SAFE HANDS

"I have observed the progress of the HFMA from its formation in 1965 and cannot but laud its immense contribution to the status of the current health food trade. One dare

not think where we would be without its authoritative voice in support of the industry over all these years. Thanks to the foresight of two of the industry's motivators, Jimmy Lee Richardson and Maurice Hanssen, with whom I was privileged to work, who came up with the idea, along with the small band of manufacturers who made it happen, and the commitment of those who have followed, we are in safe hands."

Ray Hill, Managing Director, Sunshine Health

BUSINESS NEVER LOOKED BACK

"Through the HFMA, quite some years ago, I was introduced to Barbara Cartland, who was a great supporter of our industry. I met her for tea and gave her some of my ginseng tea. Six weeks later, Ms Cartland was on breakfast television and she said that she started every morning with a cup of ginseng tea – after that, my business never looked back! That was thanks to being a member of the HFMA."

Terry Gallagher, Director, Jessups

SUPPORTING WITH KNOWLEDGE AND WISDOM

"Fifty years of HFMA success! So many congratulations on two particular counts. Firstly, for the welcome and warmth of your personal relationships extended to all of us working nationally and internationally within this special industry, and secondly, for your unrelenting professionalism, expertise, knowledge and wisdom, which supports me and I am sure many others in our day-to-day work, as well as future strategies and challenges. Both are greatly appreciated."

Gillian Waddell, Managing Director, Fuel PR

OFFERING CLARITY AND STABILITY

"For 50 years, the HFMA has provided clarity and stability in our industry. From a retailer perspective, having the HFMA there has ensured our suppliers have maintained the highest of standards, which has reflected in NAHS member stores offering products of the highest quality and maximum efficacy. Happy birthday HFMA, our industry is all the better for having you there!"

Gary Trickett, Chair, National Association of Health Stores

CRUCIAL TO OUR INDUSTRY SURVIVAL

"Congratulations to the HFMA on celebrating your 50th anniversary this year. On behalf of the industry, a big thank you for the dedication and

commitment you have given to our industry over the past 50 years, from winning the exemption of herbal remedies when the Medicines Act was introduced way back in 1968, the year I was born, to saving our B6 supplement back in 2008 and more recently, securing authorisation for the claim we are now permitted for folic acid in 2014, to name just a few. But more than that, the HFMA has not only been the voice for our industry for 50 years, both here and across Europe, you are the communicators within it too, advising your worthy knowledge to other associations, such as CHC and the NAHS. You deserve a big thank you from every manufacturer, retailer and consumer of natural products, and I hope this year's show of anniversary celebrations encourages many more manufacturers and other industry suppliers to become members of the HFMA and show their support and recognition of an association and team, which is crucial to the survival of our industry."

Wendy Atkinson, Managing Director, Modern Herbals

Congratulations to the HFMA at 50

"We at Anyone 4 Tea Ltd would like to extend a hearty congratulations to the HFMA in its 50th year. As active members of the organisation we are proud to be part of the excellent work they achieve in protecting the interests of our industry. Well done for the last 50 years and we look forward to the next 50."



Martin Last
Managing Director
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Congratulations to the Health Food Manufacturer's Association on their 50th anniversary.

Who's who at the HFMA

Discover the experienced team of industry professionals shaping the HFMA for the next year.

COUNCIL MEMBERS

- ♦ BioCare, represented by Emma Ellis
- ♦ Comvita, represented by Rashda Ali
- ♦ Cress, represented by Dominic Holmes
- ♦ Gee Lawson Nutritional, represented by Jonathan Shorts
- ♦ Lanes Health Products, represented by Janet Groves
- ♦ Healthspark, represented by Katherine Andreasen
- ♦ Lamberts Healthcare Limited, represented by John Todd
- ♦ MPL Marketing Services, represented by Martin Last
- ♦ Natural Trade Brokers, represented by Tom Moses
- ♦ Holland & Barrett International, represented by Roger Craddock
- ♦ Solgar Vitamins UK, represented by David James
- ♦ Vitabiotics, represented by Robert Taylor



GRAHAM KEEN, EXECUTIVE DIRECTOR

A well-known figure in the UK's natural health

industry, Graham's career began in the 1980s with senior roles for Northumbrian Fine Foods, preceding a 10-year service as Sales and Marketing Director at soya foods manufacturer, the Haldane Foods Group. When that business was acquired by the global food ingredient giant, Archer Daniels Midland, Graham relocated to their US head office in 2001, where he worked in their Protein Specialties, Nutraceuticals and Soyfoods businesses, before being promoted to ADM's Vice President of Corporate Marketing. Whilst in that role, Graham was also Vice President of The Soyafoods Association of North America.

After spending time on the HFMA Council and as the vice chair in 2001, his current position as Executive Director of the HFMA sees him skilfully negotiating the needs of his extensive UK membership, along with Parliamentary lobbying, both in the UK and in Brussels. Graham also acts on behalf of his members as 'the voice of the natural health industry', and is both vigilant and well-trusted in his defence of the natural products industry in the UK media and beyond.



PETER ALDIS, PRESIDENT

Peter Aldis is Chief Executive Officer of Holland & Barrett International, leading health food retailer with the brands Holland & Barrett, Nature's Way, GNC, De Tuinen and Essenza.

In his 24-year career at Holland & Barrett, Peter has been responsible for developing the retail and online commercial strategies for each of the brands, including new store development, buying and marketing strategies, and franchising of the Holland & Barrett brand worldwide.



ROBERT TAYLOR, CHAIR

Robert is Chairman of the HFMA and has served on its Council for 10 years. Robert is Senior Vice President of Vitabiotics, the UK's number one vitamin company. A biochemist with 25 years experience in the health food trade, Robert has helped launch many of Britain's best-known, brand-leading supplement ranges, including Pregnacare, Wellman, Wellwoman, and Perfectil. Vitabiotics is widely regarded as one of the most innovative and fastest growing major supplement companies in the UK, exporting to 100 markets. Robert has played a key role in

Vitabiotics award-winning marketing, clinical trial program and brand development. Vitabiotics has received the Queen's Awards for Enterprise on three occasions, in 2013 becoming the first vitamin company to receive the Queen's Awards for Innovation.



PENNY VINER, VICE PRESIDENT

After a career in industry as General Manager of a company making licensed natural medicines, food

supplements and cosmetics, Penny spent seven years as Director of the HFMA and is now its Vice President. Penny also chairs the UK Herbal Forum, and is Director and Secretary of the British Association of Homoeopathic Manufacturers. Previously, she was a Director and Secretary of the UK branch of the European Food Law Association. Penny is also an independent consultant on food and medicines regulation.



TOM MOSES, TREASURER

Tom has 30 years in the industry with Brewhurst, Desert Essence and Natural Trade Brokers and has been a member of the HFMA Council

for 15 years, serving as Treasurer since 2003.

Natural Trade Brokers are the leading sales brokerage team serving the health trade. In its sixth year of trading, it represents many of the industry brand leaders stocked in every independent health store in the UK and Ireland. A dedicated team of nine experienced sales personnel call on over 550 health stores in the UK and Ireland and all the leading retailers and wholesalers.



JONATHAN SHORTS, VICE CHAIR

Jonathan has been involved in the natural products industry for just under 30 years. As Gee Lawson's Managing Director of the leading distribution and branded ingredient specialists, his company has introduced many innovative and science backed products from

a network of global supply sources. Jonathan has been on Council for over 12 years and is currently the Vice Chair. His experience from a raw material perspective is of huge value to the Council and Gee Lawson's Technical Manager heads up the HFMA's Technical Working Committee. Married with two grown-up children, his time is spent enjoying walking and watching football as a keen Arsenal supporter when not working.

COUNCIL



RASHDA ALI, COMVITA

Rashda is Market Manager for Comvita, overseeing the organisation's European and Middle East operations. A qualified accountant, Rashda has worked across several

industries managing finance and operations functions including The Perfume Shop, Justgiving and Eldon Technology through periods of high growth and significant change. Rashda joined Comvita in 2009 overseeing finance and operations as Commercial Manager. In 2014, she commenced her current role as Market Manager, where her key focus is driving the organisation's growth within Europe and the Middle East.



JANET GROVES, LANES HEALTH

Being part of the Lane family meant Janet grew up with the company, working most holidays during her teens. After obtaining a degree at Keele University, she

acquired a diploma in International Marketing before joining the Company full time in 1977. Janet's role initially was in customer services, dealing with the day to day queries about the products. She was also very involved in marketing, and in developing new products. Janet took over as Chairman from her father and began representing LanesHealth on the HFMA Council almost 20 years ago. She has two children and her eldest, Jonathan, works full time at LanesHealth as Commercial Director.



ROGER CRADDOCK, HOLLAND & BARRETT INTERNATIONAL

Roger is the Group Legal Director and Company Secretary of the Holland & Barrett International, which operates retail outlets in the UK, Republic of Ireland, Holland and Belgium, together with Holland & Barrett franchises worldwide. Roger qualified as a solicitor in 1979. After being a partner in private practice during the 1980s, he became a Director of the Lloyds Chemist group of companies. Roger was part of the team which acquired the Holland & Barrett business in 1991. He has been a board member since that acquisition and was heavily involved in the transformation of the business from loss-making to highly profitable.



MARTIN LAST, MPL MARKETING SERVICES

Martin Last is the founder of MPL Marketing Services, a leading international marketing consultant in the healthcare industry, focussing on food supplements and health-related products. With over 29 years' experience, Martin is an established and high profile consultant in the industry, attending many national and international events worldwide.

He represents large and small companies in helping advise on how the changing EU regulatory environment is influencing changes to marketing strategies in the healthcare industry. Martin is an active member of the HFMA and is its European representative on the Board of the European Federation of Health Product Manufacturer Associations (EHPM). Martin is also Deputy Chair of the EHPM. This ensures that the HFMA is represented at UK and international meetings with politicians, regulators, related associations and interest groups to help maintain communication and coordination on the position with EU regulation to help safeguard the UK natural products industry.



KATHERINE ANDREASEN, HEALTHSPARK

With over 12 years' experience in the nutraceutical industry, Katherine is now Technical and Regulatory Director at Healthspark. She is registered with the British Association of Applied Nutrition and Nutritional Therapy, the Nutritional Therapy Council, and sits on the Technical Committee and Council of the Health Food Manufacturers' Association.



JOHN TODD, LAMBERTS

John originally worked in agriculture as an advisor in animal nutrition, before moving in to the health food industry over 26 years ago, when he joined Lamberts Healthcare. Here, he worked initially on product development, then on technical advice, and eventually became Marketing Manager. After Merck acquired Lamberts in 2003, John became Marketing

Director and is now General Manager. John has two grown-up children and in his spare time he looks after a wildlife nature reserve in East Sussex.

COUNCIL CONTINUED...



DOMINIC HOLMES, CRESS

Dominic runs Cress, a family business based in the village of Hundon, in Suffolk. Cress employs five people in the village locally and a team of seven

people who work as locally as they can within the UK and Ireland supplying Sukin, Australia's number one skincare brand, Bional Food Supplements, Gehwol Footcare and Pascoe to health shops and pharmacies. The Cress team works very hard together to gain distribution in their shops and also to create product trial for the consumer. Cress runs regular in-stores in 300 shops in central London, Manchester, Bristol, Brighton, Bournemouth, Edinburgh and Dublin. The company has specialist marketing and PR knowledge for the natural skincare and health food industry and for export into Europe.



DAVID JAMES, SOLGAR UK

David represents Solgar UK on the HFMA Council and also sits

on the Technical sub-committee. He is currently in his second year on the Council, having joined the food supplements industry a mere four years ago, and having previously spent his entire career in the pharmaceutical industry. Away from work, he enjoys a wide variety of activities ranging from reading (mainly history, fantasy and sci fiction), music (mainly folk) to board, card and computer gaming.



EMMA ELLIS, BIO CARE

Emma has been Managing Director of BioCare since January 2012. Prior to that, she held a number of Board Director roles across

the business, including Supply Chain Director and Technical Director after first joining BioCare in 2004. Emma's previous experience includes over five years working at Europe's largest health food retailer, Holland & Barrett Retail, as Company Nutritionist following her graduation from the University of Wales with a BSc (Hons) in Applied Human Nutrition. Emma is passionate about nutrition and the health food industry and is actively involved as a Council Member of the HFMA and at board level with Consumers for Health Choice (CHC).

ADVISERS



NIGEL BALDWIN, TECHNICAL ADVISER

Nigel began his role as Technical Adviser for the HFMA in 2013, with a wealth of knowledge and experience with international food, food ingredient, and specialty chemical regulations. He is a recognised expert in the area of food supplements, functional foods and novel foods in Europe. Nigel has worked on more than 30

successful regulatory approvals worldwide and in his role in the HFMA, helps to influence potential legislation, assists members to prepare for and implement new legislation and responds to technical queries as part of the service to members.



DAVID ADAMS, REGULATORY ADVISER

David was HFMA Director from August 2003 until retiring from full-time involvement in October 2008. Since then, David has continued to work for the HFMA in the new role of Special Projects Director with particular focus on issues relating to the Food Supplements Directive and Nutrition and Health Claims Regulation.



JEREMY SWAN, CICERO GROUP

Jeremy brings more than 25 years' experience in banking, business and politics serving Cicero's client base across the UK, continental Europe and Asia Pacific. After 12 years at Citibank and JPMorgan, and four years as an elected London Borough councillor, Jeremy became Cicero's Chief Executive, leading the business since 2001. Jeremy is also CEO and co-founder of Novares.com, an online political monitoring and intelligence service, building the digital publishing business to its current market leading position in the UK and EU.



DR MICHELE SADLER, SCIENTIFIC ADVISER

Dr Sadler is a Registered Nutritionist with 30 years' experience. Currently working as a nutrition consultant, Michele advises on the application of nutrition science to industry issues,

including in the area of health claims, compiling dossiers for health claim applications and advising on protocols for clinical trials to support health claim applications. Michele has successfully completed two dossiers for EU health claim applications, one that resulted in an authorised claim for prunes, and one that has resulted in a disease risk reduction claim for folic acid supplements. Key skills include expertise in the interpretation of scientific studies, advising on scientific study design, and writing, editing and communication skills.



LISA BRADLEY, COMMUNICATIONS ADVISER

Lisa Bradley founded Pegasus in her 20s with just one client, setting up as a limited company in 1995. By 2000, Pegasus had

built a specialist niche as a regional healthcare agency, with natural health clients a speciality. The business has since grown to include OTC, beauty, pharma and animal health divisions, and now stands as a full service agency, offering design through The LAB, social media and digital support. Pegasus has been communications advisors to the HFMA since 2007, and is currently PR Week's Agency of the Year.

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NATURAL TRADE BROKERS
serving the trade

Natural Trade Brokers are proud to be Council Members of HFMA. Congratulations on the 50th Anniversary and here's to another 50 years of looking after the interests of the Health Trade.

Natural Trade Brokers are the leading sales brokerage team serving the health trade. In our sixth year of trading, we represent many of the industry brand leaders stocked in every Independent Health store in the UK and Ireland. A dedicated team of nine vastly experienced sales personnel call on over 550 health stores in the UK & Ireland and account management with all the leading retailers and wholesalers.

Tel: +44 7831 665 779
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www.naturaltradebrokers.com

Life at the heart of the industry

HFMA member, Pharma Nord, looks back over its time helping to shape the health food industry.



The last 50 years has seen many developments in the health food industry and Pharma Nord has been present in many of the key milestones, often

leading the way with new research and product developments.

Managing Director, Bent Henriksen OBE, (pictured) takes a look back over Pharma Nord's history and how the firm has helped shape the health food industry we know today.

"When I founded Pharma Nord UK from my own home more than 27 years ago, I couldn't have predicted we'd become one of the foremost nutrition brands in the UK," said Henriksen.

"Our focus has always been to provide safe, effective, pharmaceutical-grade dietary supplements, based on solid research. Put simply, we want our products to work. We use active ingredients that the body can recognise and absorb, meaning high bio-availability."

Pharma Nord has never been a company to rest on its laurels.

"While we prefer to specialise in a range

of key products, backed by science and of the highest quality, we are no strangers to innovation," Henriksen added.

In fact, Pharma Nord was the first company to bring coenzyme Q10 supplements to Europe, and Bio-Quinone Active Q10 continues to be the company's best selling product.

"There is a big market for CoQ10 today, and we are proud to say that Pharma Nord's is the original formula. Due to its stability and ability to raise blood CoQ10 levels, Bio-Quinone Active Q10 is the official reference product of the International Coenzyme Q10 Association and much research relates to the effects of our CoQ10."

Pharma Nord was also the first to introduce Omega 7 sea buckthorn oil to the UK and the formula is still the only one to be proven successful in clinical studies. Now, it is used by thousands of customers to eliminate dryness conditions.

Commenting on the HFMA's 50th anniversary, Henriksen concluded: "We've been delighted to have worked with the HFMA over the years and thank them for their technical knowledge and support throughout Pharma Nord's journey."



A LOOK BACK

- ◆ 1988: Company founded by Bent Henriksen (OBE) in Morpeth, Northumberland. He discovers a huge demand for its initial range of six pharmaceutical-grade natural health products.
- ◆ 1991: Pharma Nord develops Antox, a natural and non-invasive treatment for chronic pancreatitis, with over 10,000 patients treated to date.
- ◆ 1994: Pharma Nord proves that Bio-Quinone Active Q10 formula is the most bio-available preparation on the market (Weis et al, 1994).
- ◆ 1997: Pharma Nord expands into its own purpose-built Pharma Nord House, in Morpeth.
- ◆ 2003: Mantle et al show that Pharma Nord Ginkgo Biloba has the highest antioxidant activity of any preparation on the market. Pharma Nord also introduces Omega 7, the first sea buckthorn supplement in the UK.
- ◆ 2006: Prelox, from Horphag, Switzerland, is added to the range as a unique, natural male sexual health product, backed by research.
- ◆ 2009: Bio-Vitamin D3 enters the market. It has become one of the most popular products supplied to pharmacies, health food shops and hospitals.
- ◆ 2012: The KiSel-10 study is published in the *International Journal of Cardiology*. The trial reveals how Q10 and selenium can reduce cardiovascular mortality and improve heart function in health, older people.
- ◆ 2013: Pharma Nord celebrates its 25th anniversary.
- ◆ 2014: The Q-SYMBIO study is published in the *Journal of the American College of Cardiology*. The trial reveals how supplementation with Q10 can dramatically reduce cardiovascular mortality. Lady Prelox, from Horphag, launches as the first natural supplement to improve sexual pleasure, desire and comfort in women of all ages.
- ◆ 2015: Pharma Nord UK has over 40 products in its portfolio, and more to come.



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Celebrating the hfma

The health food and food supplements industry plays a vital role in supporting and benefitting the health of the UK

The Health Food Manufacturers' Association and its members have promoted the responsibility and importance of that role to Local, National and European authorities for half a century and have substantially informed the thinking of Ministers and Regulators as well as outcomes of legislative development. Importantly, HFMA provides confidence to Government of our industry's capacity to self-regulate

Bionutri has been an active HFMA member since our foundation. We are proud to be able to congratulate the HFMA on its 50th Anniversary and proud to be a member of this great association



Why it pays to be a member

This industry is stronger as a collective, and here, we detail why it pays to be a member of the HFMA.

As a mission, the HFMA sets out to be the authoritative voice of the natural health industry, supports the interests of its members with legislators and regulators, promotes industry best practice for product quality and safety, and provides responsible information for consumers.

But what does this mean in practice if you are a member? And why should you consider joining?

SUPPORT

- **Bulletins:** Frequent email and postal alerts direct to your business.
- **Website:** Up-to-the minute password-protected Members' Section.
- **Meetings:** Special Interest Group meetings for first-hand expert comment.
- **Expert advice:** HFMA Advisers, Secretariat and LAPAD provide expert advice on a myriad of issues.
- **Strategic political and public affairs support.**

- **PR:** A specialist agency and expert panel assist with national media.

ADVICE

- **Events:** A regular programme of practical, educational events.
- **LAPAD:** Hundreds of companies each year take specialist, and highly cost-effective, advice from HFMA's Labelling, Advertising and Promotion Advice Division (LAPAD).
- **Codes of practice:** The HFMA operates three widely-respected Codes of Practice for Advertising, Good Manufacturing Practice, and Upper Safe Levels, as well as exclusive HFMA Product Standards (aloe vera, propolis).
- **Advisers:** Renowned Political and Public Affairs, Regulatory, Scientific and Technical Advisers supplement the HFMA's in-house expertise.

PROTECTION

Regular dialogue, negotiation and the

building of strong relationships with:

- **UK legislators:** Government, MPs
- **EU legislators:** EU Commission, MEPs
- **Regulators:** LACORS, MHRA, DoH, DTI, EFSA (European Food Safety Authority)
- **Enforcement agencies:** BEG (Business Expert Group), TSI (Trading Standards Institute), CAP/ASA.
- **Initiatives:** Other well-considered initiatives – legal opinions, legal action, public petitions etc are used to achieve industry objectives.
- **Partnerships:** The HFMA has membership or partnership arrangements with the UK Herbal Forum, FPB (Forum of Private Business), IHTA (Irish Health Trade Association).
- **International:** The HFMA is an active member of EHPM, the European federation of Associations of Health Product Manufacturers, and, via EHPM, IADSA, the International Alliance of Dietary/Food Supplement Associations.

TWENTY REASONS TO JOIN THE HFMA

1. All suppliers to the health food trade are threatened by legislation that could decimate key sectors. The HFMA advises you on how to fight for the right outcome on legislation and keeps you up-to-date with key legislative and regulatory developments.
2. Members receive bi-weekly bulletins and can attend several Working Group meetings a year entirely free of charge.
3. Enrich your knowledge via the wealth of information from privileged access to the Members' section of the HFMA website.
4. You would be supporting an organisation that has key contacts with the DH, MHRA, TSI, Defra, BIS, MPs, MEPs, UK Government Ministers, EU Commission, etc. You can also benefit from HFMA memberships and partnerships with EHPM, IHTA, and FPB.
5. Lobby legislators effectively by being advised exclusively by the HFMA and learn how to recruit assistance from your local MP and MEP.
6. Via the HFMA, you can benefit from the advice of our political affairs experts at Cicero Group.
7. Borderline issues – benefit from LAPAD's (Labelling, Advertising and Promotion Advice Division) expert assistance.
8. Sports nutrition – appreciate the threats, the opportunities and the action to be taken.
9. Help us to clean up our industry and raise industry standards.
10. Your queries answered – HFMA Secretariat, LAPAD and advisers are at the end of the phone.
11. Enjoy Member-rate access to the renowned experts at LAPAD and enjoy a free labelling and marketing 'compliance check' when you apply for membership.
12. Top industry PR agency, Pegasus, promotes natural health products for the benefit of HFMA Members, and helps combat negative PR.
13. Access to our expert panel of top scientists and health professionals recruited for professional handling of media issues.
14. Understand EU and international developments via HFMA membership of EHPM and, via EHPM, of IADSA.
15. Tell your customers that you are supporting the industry fight for proportionate legislation and spread the news within your company – all colleagues can receive HFMA bulletins and attend the Working Group meetings.
16. The HFMA is fully democratic – each full Member company has one vote and can stand for the Council.
17. Regular opportunities are available to network with industry colleagues.
18. Comply with HFMA Codes of Practice and raise industry standards.
19. Gain competitive advantage by understanding threats and opportunities first.
20. Support your industry association and it will support you.

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Learn about LAPAD

Discover why the labelling advice service offered by the HFMA is an important part of membership.

In an industry where what is stated on the label is just as important as what goes in the pack, it has never been more important to ensure that labelling and advertising is of the highest standard and meeting all regulatory requirements.

This is not only important for an individual company's interest, but also to help maintain the high standards of this industry generally.

HFMA membership provides companies with direct access to two of the best regulatory advisors in the industry in the form of Gwyneth Massey and Jenny Akers through its LAPAD (Labelling, Advertising and Promotions Advice Division) service.

This essential service provides an initial complimentary, 'compliance' overview of labelling and marketing as part of the application for membership. Guidelines and help notes are compiled by LAPAD as an aid to understanding the requirements of relevant legislation, which can be accessed at any time via the HFMA website.

HFMA CODE OF ADVERTISING PRACTICE

The HFMA Code of Advertising Practice, administered by LAPAD, was established as a focus for industry self-regulation for terms of product advertising and promotional standards.

The underlying principle of the Code is for labelling and advertising to be



presented in a considered, fair, legal and truthful manner. Compliance with this Code of Advertising Practice, in spirit as well as in principle, is a condition membership for all HFMA member companies.

HFMA LAPAD provides comprehensive advice on all aspects of materials that fall within the scope of the Code, including the labelling and advertising of food supplements, foods and cosmetics and the advertising of medicinal products in the UK.

The focus of the service is on assisting members to present their products within

the established legal framework and industry codes and guidelines. General guidance on classification and determining suitable claims for products outside the scope of the Code may also be provided on request.

FIND OUT MORE

If you are interested in finding out more about HFMA membership and the services it can offer, such as LAPAD, contact Executive Director, Graham Keen, at graham@hfma.co.uk

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Looking ahead

The HFMA boasts a rich history. But, as it marks 50 years since it was founded, what does the road ahead look like? Chairman, Robert Taylor, revealed more.

Q What have been your highlights since taking over as Chair of the HFMA?

Robert: Well, with so much happening, my first year passed so quickly! I think that, given its significance for public health, that receiving confirmation of the approval of the new folic acid health claim must rank very highly. But, of course, the most significant, though not necessarily a highlight, was the outcome, three years after we initiated proceedings, of our legal action against the European Commission over the deeply flawed implementation of the Nutrition and Health Claims Regulation.

Q Why do you believe, as a company operating in this sector, it is important to be a member of the HFMA?

Robert: There is no question that any company that genuinely holds the best interests of this industry at heart, and hopes to derive its business from the natural health sector, should unite with other like-minded companies under the HFMA's banner. It is our strength in numbers that gives us a voice, and a seat at the table. No other organisation in this industry has more consistently shown, time and again, that it will go to the barricades to protect its members' interests. We have been doing this for 50 years now, and will continue to do so for the next 50!

Q In terms of the future, what is on the agenda for the HFMA?

Robert: First and foremost, and always top of mind, is to continue to promote, protect and defend the interests of our 130-plus member companies, and to continue to offer balance on behalf of this industry when negative news stories appear in the national media. On the positive side, we will shortly be publishing the report from our roundtable meeting of academics 'Micronutrients Initiatives for Future Health', which was led by Professor Peter Aggett.



Q Looking specifically at the health claims legal challenge, what are the next steps now?

Robert: Following the European Court's recent judgment, which failed to recognise many of our fundamental concerns, we are now considering the judgement before deciding whether to appeal the Court's decision. Our lawyers are currently reviewing the findings in detail and we will then take a decision about potential next steps.

Q What are the key issues that the HFMA is currently dealing with?

Robert: First and foremost, we are determined to continue our staunch support of the MHRA in its defence of the unlicensed status of glucosamine, and the potentially massively damaging precedent that a negative outcome will result in. The HFMA stood alone in supporting the MHRA, and we will be side-by-side with them in the Court of Appeal in October this year. Other very important current issues are the ongoing flawed implementation of the Health Claims Regulation and the reclassification of permitted food additives for the production of food supplements, particularly those in liquid and syrup form for infants and young children.

Q How do you envisage the industry changing in the coming years in terms of the regulatory environment?

Robert: A lot depends on three key factors; one, whether the new European Commission's bold statements that it intends to listen more and be more cognisant of the interests of SMEs (75 per cent of the HFMA's member companies are small and medium-sized enterprises); two, what concessions can be achieved by the Prime Minister in his negotiations with other EU member states that might result in less over-regulation and fewer 'straight banana' issues, that cause such frustration to our industry and other sectors as well; and three, the outcome of the UK's In/Out Referendum, which could come sooner than generally imagined.



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¹ McKenna, D. et al (2003). Clin Lab Haem, 18, 23-27

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