



The HFMA announces Faye Smith as Health Journalist of the Year 2021

[LONDON, 11th of June 2021]

The Health Food Manufacturers' Association has named Faye Smith as the winner of this year's Health Journalist of the Year. The award was given during the virtual awards presentation at the HFMA's Annual General Meeting on the 9th June 2021.

The Health Journalist of the Year Award is presented by the HFMA on behalf of its member companies and has been a sought-after accolade among progressive health writers since its inception in 1998. This award recognises the best of journalism covering the natural health industry.

Faye Smith has worked as a health journalist for more than 10 years and is the Wellness Editor at TI Media, writing for publications such as Woman, Good to Know, and Women & Home. Throughout her career she has been dedicated to bringing consumers the latest natural health news and trends. From 'best supplements for sleep' to 'everything you need to know about CBD', Faye has covered it all. Through her writing Faye has kept many people informed and helping them live more naturally and healthier.



Robert Taylor, Chair of the HFMA, commented, *"Faye's work shows a strong passion and dedication towards health and nutrition, inspiring many people to live more naturally, make informed choices, and reach their health goals through her engaging, educational and supportive content. I'd like to take this opportunity to thank her for using her voice to help us make our nation healthier."*

On receiving her award, Faye said, *"I'm truly grateful for such an honour, especially when I look at the names of all the past winners. Health has been dominating the headlines for the past 18 months in a way I have never seen before in my career as a health journalist, or even in my lifetime. The past year has highlighted the benefits of supplements such as vitamin B, C and D, which is thanks to the research that has gone into that area. In a world of fake news, it is great that the HFMA is there to help ensure concise information is available about natural health, which makes my role a whole lot easier."*

The HFMA has been the **voice** of the UK's natural health industry since 1965 and represents more than 130 manufacturers and suppliers of natural health products. The HFMA Health Journalist of the Year Award was first presented in 1998 and has since celebrated the works of over twenty journalists including Victoria Lambert, Michael Van Straten, Lucy Gornall, Amy Packer and last year's winner, Peta Bee.

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Press enquiries: Jessica Grano De Oro or Jemma Driscoll on 020 8995 5832 or HFMA.road@roadcommunications.co.uk

About HFMA

Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents more than 130 manufacturers and suppliers of natural health products. As the authoritative voice of the natural products industry, the HFMA 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.

For further information about the HFMA, visit www.hfma.co.uk.