



## **HealthyDoesIt Launches New HealthyDoesJoints Campaign to encourage consumers to 'step into health stores' this summer**

**[London, 21th July 2021]**

HealthyDoesIt, the expert-led consumer nutrition website supported by the Health Food Manufacturers' Association (HFMA) this week launches their second topical campaign, HealthyDoesJoints.

The latest 'Health of the Nation Survey: Lockdown Edition' commissioned by the HFMA found that over 20 per cent of the UK population take vitamins and supplements for their joint health, making joints one of the top reasons for dietary supplementation.

Among the over 65s, nearly 2 in 5 people regularly take nutritional supplements to aid their joint health (39.5%) and inspiring the HealthyDoesJoints campaign.

The campaign aims to support and engage the public via a new interactive quiz which allows users to create a customisable health plan from tailored expert advice.

Esther Mills-Roberts, Communications Manager at the HFMA says: *"HealthyDoesJoints looks at key factors involved in maintaining strong, supple joints including exercise, eating certain wholefoods, the role of the gut and key gut health nutrients. This campaign's quiz gives practical and purposeful health advice from key health practitioners such as Dr Marilyn Glenville, Suzie Sawyer, Sandra Todd, Joanne Hill (from Amaranth health stores) and registered nutritionist Rob Hobson. The aim, as always, is to encourage consumers to visit health stores for input about products that they might find helpful"*.

HealthyDoesIt is launching the campaign via social media, with the objectives of attracting hundreds of new users to the quiz, and reaching previously untapped audiences to encourage visits to health food stores.

Retailers, HFMA members and readers are invited to participate in the campaign by using the hashtag #HealthyDoesJoints and sharing the link to the quiz:  
<https://healthydoesit.org/healthydoes-joints/>

HealthyDoesJoints gives consumers responsible and purposeful advice from a number leading natural health experts all in one place. HealthyDoesIt brings together retailers, practitioners, and brands, with one collective goal of encouraging better health through nutrition.

**ENDS**

**Press Contact:**

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**The HFMA**

The Health Food Manufacturers' Association (HFMA) is the voice of the UK's natural health industry and represents more than 125 manufacturers and suppliers of natural health products.

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](http://www.hfma.co.uk).