



The Health Food Manufacturers' Association announces 29 new members in the last 18 months

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In the past 18 months the Health Food Manufacturers' Association has seen a significant increase in interest in membership, with no less than 29 new companies joining. Most recently, these include Healthspan, Chrysalis Health and Beauty and Clasado Biosciences. The list also includes A Vogel and Weleda, both making a welcome return to the HFMA.

The organisation remains the leading voice of the UK's natural health industry. After a year of challenges including the impact of COVID and the departure from the EU, one member summed things up by saying that: *"The HFMA helped keep the lights on and give people a healthy choice."* *

In a new survey of its members, when asked how likely they were to recommend membership of the HFMA to a non-member company, the average rating was 9.1 out of 10.

Alongside the HFMA's tremendous efforts to keep the natural health sector 'open for business', they emerged from the pandemic with several strong new initiatives. One of these, [HealthyDoesIt](#), is aimed at educating consumers around good health practices and directing them to their local high street health store for help and advice.

These achievements were recently recognised with the organisation being shortlisted for two 2021 Association Excellence Awards - 'UK Association of the Year' and 'Best Lobbying Campaign or Advancement of a Cause During COVID-19'.

Executive Director of the HFMA, Graham Keen, says: *"As an industry, it is more important than ever to work together to support the health and wellbeing of consumers through education around natural health products. Despite the difficulties the last year or so year has brought, the HFMA team hasn't stopped providing unwavering support for our members."*

Quotes from new member companies:

Maarten van Deursen, Procurement Director of Healthspan Ltd, says: *"We are delighted to be joining the leading authoritative voice of the food supplement industry. Becoming a member of the HFMA will help us continue to provide our customers with high quality compliant products. Furthermore, membership will help us navigate the challenges and opportunities that face the industry in tandem with other leading brands and manufacturers."*

Nick Bennett, Technical Director, of Chrysalis Health & Beauty, says: *"We feel everyone involved in the food supplement industry should understand the regulations, limitations and the opportunities within our market sector, and believe active involvement in a trade body as the only practical way to keep at the cutting edge of developing legislation. We chose to join the HFMA because their scale and reach across a large part of the industry, and their active approach in supporting all members helps to keep the market open and fair for all."*

Lucie Nagy, Head of Regulatory Affairs and Legal at Clasado Biosciences, says: *"We decided to join the HFMA as it is an organisation that truly cares about its members and works tirelessly to support our interests. The HFMA team are always available to answer any questions that we might have and produce content that is invaluable not just for our regulatory and legal team, but also for other parts of the business, including R&D and marketing."*

How likely are you to recommend HFMA membership to a non-member company?



HFMA Member Survey, May 2021

* Pradip Pattni, Managing Director of HFMA member company Ideal Health Ltd.

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The HFMA

Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents more than 135 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.