



HealthyDoesIt launches its most generous campaign yet, HealthyDoesFestive. A giveaway to encourage consumers to be healthier this festive season

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In the spirit of Christmas and to celebrate the natural health industry, HealthyDoesIt this week launches their fifth topical campaign, HealthyDoesFestive.

The consumer campaign is HealthyDoesIt's most generous giveaway yet and is full of festive goodies. All products have been provided from a handful of brands and companies across the natural health industry.

This campaign aims to encourage consumers to take positive steps towards a happy and healthy Christmas and New Year. In addition, by entering the giveaway, consumers can opt in to be added to the HealthyDoesIt mailing list. Consumers are invited to enter the giveaway by following this link <https://healthydoesit.org/healthydoes-festive/>

This giveaway features products from HFMA member brands, and additional products that can be found in health stores. The giveaway is an opportunity for brands to have their product centre stage of an exciting and engaged consumer campaign.

Esther Mills-Roberts, Communications Manager at the HFMA says: *"HealthyDoesFestive pulls together learnings from previous campaigns, making the most of a festive giveaway to increase our consumer reach and engage with our HealthyDoesIt experts, who have provided content. This is, of course, one of the busiest times of the year for health store retail, and we are proud to support the industry with this campaign, to increase awareness of natural products amongst consumers, and point them towards health stores."*

HealthyDoesFestive gives consumers responsible and purposeful advice from a number leading natural health experts all in one place. HealthyDoesIt continues to be the backbone of the industry, bringing together retailers, practitioners, and natural health product brands, with a dual goal of encouraging better health through a greater understanding of natural health products, and signposting to local health stores.

HealthyDoesIt is launching the campaign via social media, with the objectives of attracting thousands of new users to an already fast-growing mailing list.

To support the HealthyDoesFestive campaign, please help spread the word, and include the link to the HealthyDoesFestive giveaway on your social, newsletters, and other consumer-facing marketing.

-ENDS-

Press Contact:

For consumer media enquiries, interviews, images and further information, please contact Tessa Dunthorne at ROAD Communications on hfma.road@roadcommunications.co.uk or 0208 995 5832

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 150 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.