

Theresa Cutts celebrates 45 years in the natural health industry

By [jimmanson](#) October 1, 2025



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Theresa Cutts

The Health Food Manufacturers' Association (HFMA) is celebrating with Theresa Cutts the 45 years she has worked in the natural health industry.

Martin Last, HFMA director general, comments: "The HFMA has worked with Theresa for many years, and we respect her commitment and enthusiasm to promote our association. Congratulations on 45 years and well done!".

Theresa Cutts says: "The natural products industry is a very special one to have been lucky enough to have a career in. Over the years, I have seen so many changes and it is highly rewarding to see so much of what we have championed has become part of everyday wellbeing.

It is a pleasure to be part of the team at the HFMA and as part of that role, connect with so many people throughout the industry."

The HFMA extended its congratulations to Theresa, thanking her for her hard work and dedication to the role.

Natural Newsdesk caught up with Theresa this week and talked with her about some of her career highlights.

Natural Newsdesk: Theresa, how did you first get into the natural products, was it part of a plan or more serendipitous?

TC: I started as temporary Christmas staff in Food for Thought Guildford, they did a lot of own packs at the time and wanted someone to weigh up the fruits and all that for the months coming up to Christmas. I stayed with them for 10 years. During that time I was made manager of the Leatherhead branch (aged 19), which the owners of Food for Thought (Richard Ramsden and Arthur Torr) bought from Ray Hill.

I then went to Quest, at the time the only company in the UK to have trainers on the road to support retailers as a separate team from the sales force. Quite groundbreaking at the time.

NN: You joined Lanes Health's next, is that right?

TC: Yes, I joined them (they were know as GR Lanes then) as Nutritional Consultant and the role expanded into PR and customer service. Ten very happy years there launching a licensed Folic Acid, taking part in B6 campaign. I also got to expand my skills with media training and did a lot of radio interviews supporting company activity.

Then in 2000 I joined Tom Moses when he represented Country Life and Dessert Essence. Exciting times when quality supplements were coming to the fore, looking back it was a bit of a boom time for supplements. As Tom moved onto other things and started Re:Action Sales and Marketing I worked with him presenting training continuing to visit retailers across the UK.

NN: When did you first set up your business?

TC: I set up [Theresa Cutts and Associates](#), in 2007- whilst continuing to work with Tom – and branched out into supporting other brands too. 25 years later, I still work closely with Tom and the amazing team at Natural Trade Brokers.

I also work closely with SC Nutra and Waverlex, helping with training, marketing support and PR.

NN: How did your involvement with the HFMA first come about?

TC: Four years ago I was asked to work with the HFMA primarily to support the HealthyDoeSit campaign which had been set up during the pandemic to help direct consumers towards health food stores and provide accurate and authoritative advice on supplements.

When this was handed to Health Stores UK, I remained with the HFMA as part of the Comms team and now work closely with the rest of the office team liaising with the press and helping to promote the activities of the HFMA, keep members updates on media coverage and monitor press activity around supplementation.

NN: What is it that makes working in the natural health sector so personally fulfilling and inspiring?

TC: Over the years, what keeps me going is the fact that you never stop learning. When I look back on how much nutritional advice has changed and how many things that were thought of as a bit out there, such as making your own yoghurt, vegan recipes and talking supplements like vitamin D are now all daily habits for many, it does feel like some progress has been made. There is still so much that can be done and new research emerging and that is what makes it exciting. I recall first working with mushrooms in supplements about 20 years ago, now they are suddenly everywhere and becoming mainstream in coffees and snack bars.

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Perhaps the most important part of the journey is the fact that I have been able to and continue to work with some incredibly dedicated and talented people. Many years ago a friend said to me that the thing they loved about this industry was that you could be yourself. I have found that to be very true and gives us an industry of people who have much to offer and enrich our working lives.

I count myself very lucky to have fallen into this industry almost by accident and been able to make a career out of it because people gave me a chance to explore and learn as I went. I wouldn't change it for the world.

