

Press Release

HFMA response to ITV Good Morning Britain, Dr Xand Van Tulleken feature

Media Release for immediate use September 2026

The Health Food Manufacturers' Association, HFMA, was contacted by ITV Good Morning Britain about the appearance of Dr Xand Van Tulleken on the programme on Thursday 10th September. We were informed that he would be talking about the wellness industry, misleading claims, excessive marketing and that many consumers could be at risk from taking certain supplements.

We are also aware that he is promoting his new book which is an investigation into the wellness industry. During the programme, Dr Van Tulleken discussed vitamin D, Magnesium, Collagen and Lion's Mane. The presenter read out an excerpt from our statement, during the slot.

The HFMA continue to argue that the industry is well regulated, and that the majority of companies are compliant.

Below is our statement in full. We are also actively seeking to engage with Dr Van Tulleken with a view to discussing the industry and compliance with him.

HFMA statement to ITV Good Morning Britain.

The Health Food Manufacturers' Association, HFMA, encourage members to formulate and recommend supplements as set out in the various regulations around food supplements. We also encourage consumers to look at the labels to see what is in the supplement and how it may fit with the rest of their supplement regime to avoid the risk of excessive intake and to buy from reputable sources.

The HFMA firmly believe that supplementation has an important role to play in the health of the nation, particularly in line with NHS recommendations around vitamin D supplementation and also the recommendations that those on the increasingly popular GLP-1 medications consider supplementation in light of the reduced food consumption when using these medications.

We actively encourage all producers of food supplements in the UK market to seek accurate advice and follow the regulations and encourage consumers to follow instructions and always inform their health professionals when taking supplements and prescribed medication.

It is also important that consumers look at where the information they receive comes from. The regulations in the UK are often more stringent than overseas and therefore quality and safety concerns that may relate to companies abroad, may not truly represent UK brands.

Martin Last, Director General, Health Food Manufacturers' Association (HFMA)

ENDS

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