

Jo Waters

HFMA HEALTH JOURNALIST OF THE YEAR

The HFMA has named Jo Waters as Health Journalist of the Year during its awards presentation at its Annual General Meeting (AGM) on the 12th June 2017.

The Health Journalist of the Year Award is presented annually by the HFMA (Health Food Manufacturers' Association) on behalf of its member companies. As one of the most sought-after accolades amongst serious, progressive health writers and broadcasters, this award recognises the best of journalism covering the natural health industry.

This year's Journalist of the Year award winner Jo Waters is a freelance health and medical writer for national newspapers and magazines. She is a regular feature writer for the Daily Mail's Good Health section, an extensive list of consumer magazines and web sites and the author of several health books.



(L-R, Robert Taylor - HFMA Chair and Senior Vice President at Vitabiotics, Jo Waters - Health Writer)

Jo developed a specialism in health, writing and editing for leading medical titles including Doctor, General Practitioner and Nursing Times before moving into women's consumer magazines, writing engaging and educational stories on a range of health issues from diet, to alternative health, prenatal nutrition and healthy beauty.

Robert Taylor, HFMA Chair comments: "Jo's wealth of knowledge and dedication to natural health reporting makes her an inspiring story-teller and advocate for our industry. Jo resonates with her readers, speaking of her own health issues and experience with using natural health products. She is

not afraid to challenge conventional wisdom when needed and to offer her advice and expertise on prevention and natural solutions. Jo certainly reflects one of the HFMA's core values of helping a nation to be healthier."

Speaking on her award, Jo says: "I'm honoured to receive this award from the HFMA and feel extremely privileged to have been able to earn a living for so long writing about a subject I'm still totally fascinated by. Enjoying good health is about so much more than just taking prescription pills and with life expectancy increasing every week, there's an increasing appetite from the public for accurate and engaging information on how they can manage their own health through diet and lifestyle, supplements and complementary medicine, as well as mainstream medical treatments.'

The HFMA is the voice of the UK's natural health industry since 1965. Representing more than 125 manufacturers and suppliers of natural health products, the HFMA founded the Health Journalist award in 1966, and has since celebrated the works of over twenty journalists and broadcasters including Victoria Lambert, Dr Chris Steele, Michael Van Straten, Sarah Hartley, Dr Hilary Jones and last year's winner, Alice Smellie.

The HFMA has also acknowledged the growing and diverse channels in which the natural health industry is now reported and has announced that starting this year it will recognise bloggers and social influencers who celebrate and educate responsibly on the work of the natural health industry with its 'Blogger of the Year Award'.

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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 HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit www.hfma.co.uk.