

Lisa Bradley

HFMA MAURICE HANSSEN AWARD OF HONOUR



The Health Food Manufacturers' Association (HFMA) has announced Lisa Bradley as the deserving winner of this year's Maurice Hanssen Award of Honour, at its Annual General Meeting (AGM) on the 12th June 2017.

The natural health industry's greatest accolade has been awarded to Lisa Bradley for her dedication and passion towards communicating the developments and achievements of the sector for over two decades.

Lisa's career in the natural health industry has been a long and successful one. Starting communications consultancy, Pegasus, in her 20s with only one client, she acquired her first natural client in 1995, and since then, has gone on to represent some of the best names in the industry, including long-time HFMA members such as Holland & Barrett, Schwabe and Nature's Best.

At the beginning of her 25-year career in health communications, Lisa helped to launch the first St John's Wort supplement to UK market. Her reputation for creating headlines for some of the most exciting developments within the industry has seen her launch a raft of unusual trends, from snail gel face cream to protein ice cream.

Lisa has been one of the HFMA's most trusted advisers for over 10 years, dedicating her time to defending the reputation of the industry in national newspapers, and educating both consumers and journalists on the ground-breaking developments and achievements within the sector over the last decade.

Lisa left Pegasus in 2016 as the 5 times Agency of the Year, but will remain a close ally to her much-loved industry while her team continue to advise the HFMA.

Commenting on her award, Lisa said: "Looking at the previous winners of this prestigious honour, I couldn't be more proud and humbled to be accepting this title. The passion and dedication of this industry

is unlike any other, and it has been a real pleasure to defend, promote and protect the HFMA and its members over the last 25 years.”

Robert Taylor, HFMA Chair commented “Lisa’s passion and dedication is clear in everything she does, and she has worked tirelessly to communicate the achievements of our great industry, whilst always remaining one step ahead of the headlines in protecting our reputation. This award is a signal of our gratitude for her energy and support over the years.”

The HFMA - the voice of the UK’s natural health industry since 1965 - represents 125 manufacturers and suppliers of natural health products and founded the HFMA Award of Honour in 1995, when it was presented to Dame Barbara Cartland.

In 2005, the award was renamed to the HFMA Maurice Hanssen Award of Honour in memory of Maurice, who received the award in 2001. Other past winners include Professor Arnold Beckett, Eamonn Regan, Ian Martin, Roger Lane, Colin Tophill, Keith Pollitt, Kell Sainsbury, Ray Hill, Penny Viner, Brian McLoughlin, Sue Croft, Derek Shrimpton, Jan De Vries, Rand Skolnick, Professor David Richardson, Dr Katar Al Lavani OBE and last year’s winner, David Adams.

ENDS

Issued on behalf of:

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Issued by:

Pegasus

Press enquiries:

Vicky Flannigan or Lucy Williams

vflannigan@thisispegasus.co.uk or lwilliams@thisispegasus.co.uk

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.