

FOOD MEDIC HAZEL WALLACE WINS INAUGURAL HFMA BLOGGER OF THE YEAR AWARD

The HFMA's newly introduced Blogger of the Year Award has been awarded to Dr Hazel Wallace, at the HFMA's Social Media Seminar at The Museum of Brands, London.

The new honour, introduced to recognise the increasing power of social media influencers, has been awarded by the HFMA (Health Food Manufacturers' Association) on behalf of its member companies. Set to become a prized title in the industry, the HFMA's Journalist of the Year Award recognises progressive health writers across an ever-changing media landscape.

Hazel Wallace is a practicing doctor with a special interest in nutrition and lifestyle medicine, and a qualified personal trainer. Hazel created The Food Medic blog in 2013, while at university, but soon realised the value in her writing beyond chronicling her personal health journey, deciding to focus on growing her following to help to improve the health of many people, both inside and outside of the hospital.

Now with a combined following of over 300,000 and a best-selling book to her name, Hazel holds a unique position as a trusted medical expert with a huge influence, helping to spread the importance of a healthy lifestyle.

As part of its decision process in choosing Hazel for the award, the HFMA commended Hazel's mission to work with other doctors and encourage them to think outside the pill box when it comes to managing lifestyle related diseases such as; type 2 diabetes, high blood pressure, and cardiovascular disease.

Hazel's writing covers a large range of diet and health related issues including vegan eating, Manuka honey, protein supplementation and a gut-friendly diet, separating fact from fiction when it comes to health headlines, and providing easy-to-follow recipes for her legions of followers.

HFMA Chair Robert Taylor praised Hazel's dedication, knowledge, and support as he presented her with the award: "The HFMA is the voice of the natural health industry, with a mission to help a nation to be healthier. The best health bloggers play a unique and growing role in working towards this goal, combining informed advice, updates on health trends, truthful reviews and breaking news, and always putting their dedicated followers at the heart of everything they do. When we started discussing the most influential and well-informed writers in this area, there was no one who stood out as a clear winner more than Hazel Wallace."



Commenting on her award, Hazel said, “As a Junior Doctor and a qualified Personal Trainer, I see on a daily basis the affect that our diet and lifestyle has on our health. I want my blog to act as a platform to encourage people to move more, eat naturally and think about how what we put into our bodies affects what we get out. I am so honoured to receive this award from the HFMA and to join them in the shared mission of helping a nation to be healthier.”

The HFMA - the voice of the UK’s natural health industry since 1965 - represents around 120 manufacturers and suppliers of natural health products, and inaugurated the Blogger of the Year Award, which will now sit alongside their Health Journalist of the Year Award, and the industry’s greatest accolade, the Maurice Hanssen Award of Honour.

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The HFMA

The Health Food Manufacturers’ Association (HFMA) is the voice of the UK’s natural health industry and represents around 120 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.