

HFMA ENJOYS RECORD YEAR OF NEW MEMBERSHIPS

The Health Food Manufacturers' Association (HFMA) has announced a record year for new membership recruitment. Over the last 12 months, 22 companies have joined the trade association including Swisse Vitamins, Better You and Rubicon Technical. This exciting burst of sign-ups ensures that the HFMA remains not only the most vocal and proactive trade association representing the natural products industry, but also the most representative.

HFMA is the voice of the UK's natural health industry and supports the interests of its members with legislators and regulators, whilst continually promoting industry best practice for product quality and safety. It is also a founder member of its European federation, EHPM which is made up of trade associations from 14 EU member states and remains HFMA's critical eyes and ears in Brussels.

Membership of HFMA not only helps member companies to future-proof their natural health businesses, but also to thrive with the expert advice, outstanding services and all-important connections with their industry peers.

Founder and managing director of new HFMA member company Better You, Andy Thomas, said *"Becoming a member of the HFMA community has been a strategically valuable decision for BetterYou. Not only do we feel better connected to and invested in the industry within which we operate, as a company that prides itself on pioneering technological innovation their advisory role on legislative matters is now a fixed element within our development process timetable."*

Kathryn Szymonowicz, managing director of new HFMA member company Rubicon Technical, added: *"We consider the HFMA to be the leading trade organisation in the UK Natural Products Industry. Rubicon Technical are absolutely delighted to be members of such a dynamic, intelligent, engaging and inclusive organisation. To us the HFMA perfectly balances the interests of their members with regulation, whether it be influencing at the highest levels or assisting companies in implementing it. In doing so they really do live up to their mission of championing the health of the nation. We quickly discovered the value of being a member of the HFMA is immeasurable."*

HFMA's Executive Director, Graham Keen, comments: *"I'm very pleased to say that the HFMA is in very good shape, and interest in membership has never been higher. Our members really appreciate our efforts to protect, preserve and defend our industry, and this message seems to be getting out to companies not yet in membership. We provide a lot of very helpful information to our members and gold-standard expert advice, as well as our fantastic Primary Authority-accredited CLEAR CHECK service that our members truly appreciate."*

ENDS

Issued on behalf of:

Issued by:

Press enquiries:

HFMA

Pegasus

Vicky Flannigan or Lauren Macready on 01273 712 000 or

victoria.flannigan@thisispegasus.co.uk or

lauren.macready@thisispegasus.co.uk

The HFMA

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