

THE PUBLIC HAS SPOKEN

'Go green now' Brits tell businesses **p5**

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news

## Tomorrow is too late



Inside COP26: the promises and the actions **p4**





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# Editor's comment



## No more blah blah blah

I wonder how it feels to be Gen Z right now. Culturally we're conditioned to believe we must respect our elders and turn to them for guidance and leadership. But with the current state of things, doesn't it feel a little like it's actually the younger generation that the rest of us should be holding in high esteem? Greta said it all in that park in Glasgow: "No more blah blah blah." Young people are fighting to save their own futures – futures many of our current world leaders won't be alive to see.

And that's partly the problem here; all too often, what doesn't personally affect a person in a position of power doesn't make it very high on the political agenda.

Much of my childhood was spent living in the French Pyrenees, in a wonderfully eclectic community of bohemians fulfilling their off-grid, wholefood dreams. A family we were close with once hosted a lunch during which a local dog became violently ill right beside a spread of homecooked food. Wine-sipping guests with ruined appetites looked to their host for a solution to the unpleasantness; he merely regarded the animal from afar, shrugged and said: "Not my dog." In those three words he washed his hands of the problem and proceeded to enjoy the afternoon, unphased by the mess on the floor or the discomfort of his friends. Eventually, some poor soul with no connections to the sick dog got a mop and the problem was dealt with.

'Not my dog' became a catchphrase in my family, used to refer to anyone shirking their responsibilities. The memory of that lunch came back to me during COP26. It feels like the climate crisis is the dog, and everyone's passing the buck. Nobody wants to get down on their hands and knees and scrub until the problem is remedied. But this is everyone's dog, and every single one of us should be doing our bit to clean up the mess. Just sayin'.

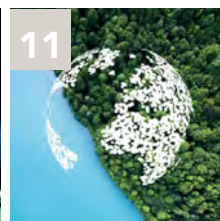
I truly believe actions speak louder than promises. Anyone reading this knows that the brilliant minds in our industry aren't known for sitting around and waiting for someone else to take charge. But other sectors and the powers that be? Well that very much remains to be seen.

*Rosie Greenaway*

# What's inside this issue



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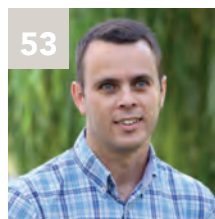
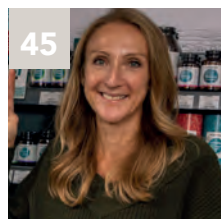


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# NaturalProducts news

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- *Natural Products News* aims to inform and entertain health food retailers, suppliers and others in the natural healthcare movement by communicating news, opinions and ideas from all sectors of the industry
- *NPN* seeks to encourage the professional and business-like development of the industry while safeguarding the principles on which the health food movement was founded
- *NPN's* writers work independently of the advertising department. Stories about manufacturers and their products are judged solely on their merit and published if considered to be of interest to retailers

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# COP26: a round-up of news

**As US President** Joe Biden warned that delegates must ‘seize the moment’, 100-plus world leaders vowed to end deforestation by 2030 – including Brazil, where according to the UN around one billion hectares of forest have been lost since 1990. While the pledge is broadly welcomed, there is scepticism within the scientific community over delivery; a similar deal from 2014 ‘failed to slow deforestation at all’.

**In his address** to leaders, Sir David Attenborough urged them to ‘turn tragedy into triumph’ and effect the environmental changes the world urgently needs: “In my lifetime I’ve witnessed a terrible decline. In yours you could, and should, witness a wonderful recovery. That desperate hope, ladies and gentlemen, delegates, excellencies, is why the world is looking to you and why you are here.”

**Activist Greta Thunberg** told protestors that the politicians attending the conference were ‘pretending to take our future seriously’. “This COP26 is so far just like the previous COPs. They have led us nowhere,” she said, dubbing the event the ‘Global North greenwash festival’.

**Following his voyage** into space, Amazon founder Jeff Bezos pledged £1.5 billion from the Bezos Earth Fund to restore nature and transform food systems, explaining: “I was told that seeing the Earth from space changes the lens from which you view the world, but I was not prepared for just how much that would be true. Looking back at Earth from up there, the atmosphere seems so thin, the world so finite and so fragile. Now, in this critical year and what we all know is the decisive decade, we must all stand together to protect our world. Restoration can improve soil fertility, raise yields and improve food security, make water more reliable, create jobs and boost economic growth, while also sequestering carbon.”

**Via public transport** and billboard ads across the city, Veganuary told Glasgow – and



With the world’s eyes fixed firmly on Glasgow, *NPN* brings you news highlights and industry stories generated at and during the COP26 conference



the wider world – ‘Houston, we have a solution’ in a bid to pull focus onto veganism as a solution to climate change. ‘You can cut your carbon footprint at every meal’ – that was the organization’s message as it recruited sign-ups for the 2022 campaign and promoted the potential of plant-based diets. Its message was backed by more than a dozen scientists and environmentalists, including Greenpeace and conservationist Chris Packham, who signed an open letter stating: “Tackling the climate crisis isn’t rocket science! We already have a solution that can drastically reduce greenhouse gas emissions – moving to a plant-based diet. What we need now is for politicians and policymakers to prioritize diet change to protect our planet.”

**Through large-scale** projection mapping in Glasgow’s George Square, plant-based brand Heura called out ‘the elephant in the room’; high-lighting that ‘cutting meat and

dairy products from one’s diet reduces an individual’s carbon footprint from food by up to 73%’, the company challenged why a ‘healthy debate’ on the topic hadn’t been added to the COP26 agenda.

**A scientific report** by Global Carbon Project said global fossil fuel emissions in 2021 are ‘set to rebound close to their pre-COVID levels’, and emissions from coal and gas specifically are expected to grow ‘more in 2021 than they fell in 2020’. Meanwhile at the conference, more than 40 countries committed to end the ‘coal is king’ era, including major coal-using nations Chile, Poland and Vietnam.

**Despite Indonesian President** Joko Widodo signing the deforestation pledge, there were indications the country could pull back on its promise when environment and forestry minister Siti Nurbaya Bakar posted ‘We won’t promise what we can’t do’ on Facebook, arguing that ‘forcing Indonesia to zero

the environmental impact of the average weekly food shop; the ‘big five’ – Sainsbury’s, Tesco, Waitrose, Co-op and Marks & Spencer – vowed to reduce carbon emissions, food waste, packaging and deforestation as well as set science-based targets before the end of 2022 detailing how they will help limit global warming to 1.5°C. The World Wide Fund for Nature will monitor the retailers’ efforts.

**Sainsbury’s also announced** that Nectar is partnering with the Woodland Trust to enable customers to ‘plant their points to help the planet’; for every 2,000 points donated, the Woodland Trust will plant a native tree, and every 5,000 points will contribute to the ‘maintenance and protection’ of existing trees and woodland under the Trust’s care, ‘locking up around one tonne of carbon’. The scheme also entitles new Woodland Trust membership sign-ups to a bonus of 20 Nectar points for every £1 spent on membership fees.

**The UK’s biggest** super-markets pledged to halve



## British Business Bank: SMEs must 'prioritize decarbonization'

UK SMEs account for almost a third of domestic greenhouse gas emissions, while lagging behind larger businesses in efforts to reach net zero. That's the latest finding from a survey by the British Business Bank (BBB).

The Government-backed institution found that just 3% of smaller businesses claimed to have measured their carbon footprint or set reduction goals over the past five years.

Shanika Amarasekara, BBB chief impact officer, warns that SMEs which don't cut their emissions but which continue to sell to big businesses could see contracts fall away, as larger firms work to reduce their supply chain carbon footprint.

With SMEs and larger corporations accounting for approximately half of all UK business emissions, Catherine Lewis La Torre, BBB chief executive, argues that 'more needs to be done' to encourage SMEs to 'prioritize decarbonization'.

The survey found that 11% of companies have taken out loans to help fund

their transition to net zero; a further 22% are open to doing the same; and while 94% of businesses had taken at least one emission-reducing action, their efforts 'did not go far enough and could simply be installing a smart meter'. 51% took action because it 'made financial sense' and 52% of SMEs have become 'carbon complacent'.

Richard Smith, partner at Sandstone Law, comments: "The Government has provided very little support and guidance to small businesses. It expects the free market to adjust and solve the problem over the next 15 years, but without greater leadership, direction and regulation, the transition at SME level will happen very slowly. Big businesses will certainly give their supply chains a green tweak, as they did 30 years ago with CFCs and waste reduction, but without central Government guidance and useful carbon reduction toolkits ... the change may continue to be too little too late."

For advice and resources, visit <https://rb.gy/vapxh7>

## WRAP: 63% of Brits want immediate climate action

AS COP26 commenced, sustainability charity WRAP released the results of a survey canvassing the public on climate change, revealing that six in ten consumers believe businesses should act immediately.

Top-line figures from the survey show that 66% of people agree the onus is on businesses to help consumers 'go green'; 57% think food companies could be doing more to cut emissions; and 41% want businesses to be more transparent about their targets in order for them to be held accountable.

WRAP says across the board – from plastic and food waste to water stew-

ardship and greenhouse gas emissions – public perception shows a 'gap' between the intentions and actions of businesses. According to 42%, this could be solved by businesses having 'a clear step-by-step plan in place to reach their climate goals'.

Collaboration is also key, the data shows, with 40% in favour of UK businesses working in partnership to tackle climate change within their specific sectors or industries.

Unsurprisingly, says WRAP, COVID-19's impact has been seen in purchasing habits, with exactly half of respondents agreeing that the pandemic has

## HFMA Bulletin

Rajvinder Dhaliwal, director, regulatory affairs international, The Bountiful Company



## Self-care under the spotlight

As consumers continue to turn to convenient, functional health solutions there is a real opportunity for brands to develop VMS products that manage mental health, disrupted sleep and beauty/skin.

The concept of self-care isn't new, but the pandemic has increased awareness of how important it is to protect oneself against ill health on a physical, mental and emotional level. This is driving opportunities to innovate supplements that aid relaxation, improve sleep and support beauty from within in fun formats. Self-care can be defined as the practice of taking an active role in supporting one's own wellbeing without the help of a healthcare provider. The trends we are seeing at The Bountiful Company mimic the findings of the latest Mintel report, including:

### • Convenience

Over 50% of consumers made 'time for myself' a priority in 2020. Supplements that offer convenience are therefore becoming more popular; they need to be easy-to-use and functional. Gummies are gaining popularity as they can be taken on-the-go, taste great and require no water. The global gummy supplement market is expected to grow by 4.88% CAGR by 2026. Many consumers are also starting to replace meals with snacks. Protein-rich snacks are key, with 51% of global consumers stating they will switch from traditional snacks to high-protein and low-sugar alternatives. This provides manufacturers the opportunity to produce plant-based, protein-rich functional bars, drinks and meal replacement powders.

### • Adaptogens

Consumers understand that emotional wellbeing is inextricably linked to physical health, and adaptogenic botanical extracts are gaining popularity for this reason. In fact, consumer demand for foods and beverages that manage mood was highlighted by Innova Market Insights as the seventh Top Ten Trend for 2021. Ashwagandha is rapidly becoming the most well-known adaptogen for supporting stress and sleep.

### • Beauty from within

Healthy is the new beautiful; feeling great inside and out is what consumers desire. Consumers are looking for scientifically validated ingredients to support beauty from within. We expect that the beauty from within category will overlap with other consumer wellness needs and we are starting to see traditional beauty ingredients combined with adaptogens as consumers gain understanding of the link between stress and skin health.

### • Transparency

Six in ten citizens want to know where their foods come from. The trend towards 'living cleaner' has heightened expectations in terms of community welfare, supply chain transparency and sustainable sourcing. Greater transparency and simplification of ingredient declarations in supplements is important for trust and is driving innovation. With new innovation focused on consumer needs, the supplement industry will continue to play an integral role in supporting the desire for self-care in the coming years.

The views expressed by our columnists do not necessarily reflect the views of our editor or publishers



The Health Food Manufacturers' Association (HFMA) is the voice of the natural health industry. For further information, advice or details about membership, visit [www.hfma.co.uk](http://www.hfma.co.uk)

'made them more likely to buy from brands that take positive social and environmental action'.

Dr David Moon, director of collaboration and change, WRAP, comments: "People are making it clear that they expect businesses to lead the way ... and are prepared to walk away from brands if they don't change. Bringing down emissions and adapting to the concerns of customers should now be at the forefront of business thinking. Time is

running out for companies to act."

WRAP's call to action is for businesses to sign up to its collaborative change programme, Voluntary Agreements, which enables firms to reduce their individual impacts while 'driving sector-wide change in key areas of production and consumption'. The programme supports businesses in 'setting targets, focusing on priorities, sharing insights, preparing for new taxes and regulations,

measuring progress, testing new solutions, and accelerating systemic action across the whole product chain to reduce Scope 3 emissions'.

Moon calls Voluntary Agreements 'the perfect opportunity for businesses to make practical changes to their operations towards science-based targets that can mitigate against the impacts they are having on the environment and demonstrate to customers their commitments to reducing emissions'.





# Patrick Holford

Patrick Holford is a nutritionist, author and leading commentator on natural health

## The other side of COVID

In November a review of 12 trials – including five ‘gold standard’ randomized controlled trials testing the effects of vitamin C on COVID-19 – was published in the peer-review journal *Life*. ‘It may improve oxygenation parameters, reduce inflammatory markers, decrease days in hospital and reduce mortality, particularly in the more severely ill patients,’ says the abstract. ‘It should be standard practice. We have not had any safety issues at all,’ comments Dr Vizcaychipi, who heads research in intensive care medicine at the Chelsea & Westminster Hospital and is one of the authors. She has been giving COVID and non-COVID patients in the ICU up to 6g of vitamin C intravenously, depending on severity of disease and the amount needed to correct deficiency indicated by vitamin C urine sticks. ‘Vitamin C is certainly one of multiple factors that contributes to better outcomes and speed of recovery,’ she says.

One study giving 8g of vitamin C supplements to outpatients reported a 70% improved recovery rate.

What is remarkable about vitamin C is that it is both an antioxidant (meaning it protects oxygen supply), an antiviral, and is also anti-inflammatory – so an impressive three-in-one defender.

These kinds of results are way ahead of antiviral drugs, currently being touted with a treatment cost of thousands of pounds. Vitamin C has no safety issues at all, and is a fraction of the price. Not one adverse event has been reported in any published vitamin C clinical trials in COVID-19 patients.

Yet Government agencies – from NICE’s RAPID C-19 to Public Health England’s SACN – haven’t even bothered to review the evidence. The same is true with vitamin D. Former NHS consultant David Grimes told me that if you get your blood level of vitamin D up to 120nmol/l by taking 3,000iu a day during winter ‘Your chances of dying from COVID are effectively zero.’ Have any Government agencies reviewed the evidence for vitamin D? No. Last month, Dominic Cummings, however, reported that the scientific experts are telling their families to take it, but not telling the public.

I saw an ad today that read ‘Boost your immune system this winter ... with flu jab+COVID booster.’ Yet, your actual immune resilience, which is the innate

immune system, is boosted by eating healthy food, ensuring an optimal level of vitamin D, C and zinc and other critical immune system essentials including exercise and sun exposure. Not only is no one told this, but anyone advertising the same would be reported to the ASA. So, we are not only being denied safe and effective treatment, which is the remit of RAPID C-19 to find, but being denied information about what actually helps build a healthy immune system. This is not true all over the world.

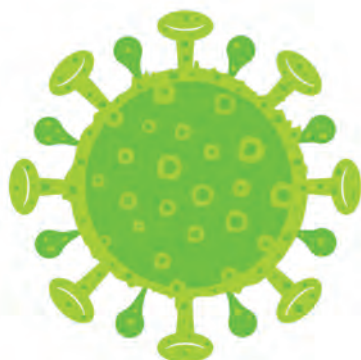
Uttar Pradesh, a state in India with over 200 million people, sends a kit to people testing positive that includes vitamin C, D and multivitamin tablets containing zinc, plus other medicines including Ivermectin. This is a sensible prevention strategy that seems to be paying off. As at 10 October they had had a total of 22,000 deaths from 1,709,954 cases – that’s a sixth less deaths in a population more than three times the

UK. 14% have been vaccinated so far.

Why are prevention approaches not even being considered in the UK?

They are highly cost-effective, evidence-based and completely safe. Isn’t it about time UK health authorities looked at the other side of COVID – boosting our own immunity?

*The full review of vitamin C intervention trials can be seen at [www.vitaminC4covid.com/12trialreview](http://www.vitaminC4covid.com/12trialreview)*



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## GW4 Alliance backed by Eden Project co-founder

**THE NEW GW4 Alliance between the universities of Bath, Bristol, Cardiff and Exeter – which ‘brings together four of the most research-intensive and innovative universities in the UK’ – is being championed by Eden Project co-founder Sir Tim Smit KBE.**

**GW4’s research consortium will ‘tackle the global challenge of climate change’ by uniting experts from across the four universities to deliver ‘world-leading climate science, help shape policy and contribute to positive and equitable social change’.**

**Smit sees universities as ‘guardians of knowledge’, able to ‘find solutions that might radically shake up the way we work together, the platforms we create, the way we go for funding’.**

**Co-chair of the Climate Alliance, Professor Marcelle McManus (University of**

**Bath), says the consortium’s experts have ‘a passion and a drive to make the changes needed’. “We have never seen a more pressing time for climate action. The magnitude of the impacts of climate change and climate injustice are only beginning to be understood.”**

**In his keynote presentation at GW4’s opening event, Smit made ‘a rallying cry’ for universities to ‘become visionaries’ and lead the way towards climate solutions, calling on researchers to ‘start to see themselves as being the troubleshooters for the nation’.**

**“I think the skill of GW4 is to treat this research alliance not as a normal research program, but as the beginning of a huge adventure to transform our country. I truly believe that by working together in revolutionary interdisciplinary ways, we can create emergence.”**

## New IADSA guiding principles for VMS sector

THE INTERNATIONAL Alliance of Dietary/Food Supplement Associations (IADSA) has set out new guiding principles for the supplements sector.

*The Guiding Principles on Sustainability (GPS)* was developed to ‘complement and build upon’ the IADSA Code of Ethical Principles, and to support the UN’s Sustainable Development Goals (SDG) – a collection of 17 interlinked global goals ‘designed to be a blueprint to achieve a better and more sustainable future for all’.

The guiding principles will ‘position IADSA at the forefront of the international supplement sector’s efforts to create a more sustainable present and future’.

Simon Pettman, IADSA executive director, calls it

‘imperative’ that supplements companies and associations engage with issues of sustainability. “It is the right thing to do. Taking a lead on sustainability is important since many of the discussions the industry will have with stakeholders in the future will be framed within the sustainability context. Change will only come about with the involvement of a majority in the industry.”

The IADSA confirms the new principles are not intended to replace any existing legislation: ‘instead, they provide an over-arching set of action points to help every part of the global food supplement supply chain to accelerate and collaborate on sustainability’.

*For more information visit [iadsa.org](http://iadsa.org)*

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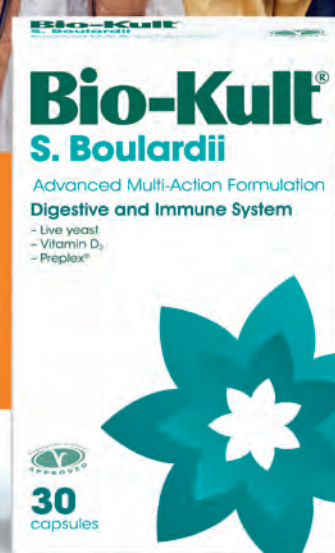
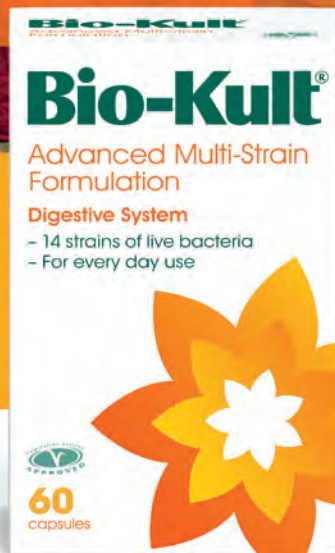
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I was first asked to write about all things Brexit from an agency perspective by *Natural Products News* back in 2020. At the time our company was advising long-standing clients (European producers of organic food and drink) on the changes that were seemingly just around the corner; labelling, organic licences, GBCOLs, increased border checks and the need for a UK FBO address being amongst those most pertinent to our industry. That advice had been changing on a monthly basis as the Government continued to tinker with guidance all the way up to signing that last-minute deal with the EU on 30 December 2020.

Two days later, free movement of goods stopped. Like any change it was painful, but the problem seemed surmountable as business had been afforded sufficient time to prepare. Fast forward a further 12 months and very few of those other agenda items have come to fruition; instead, they remain perennially perched on the horizon like a dark cloud waiting for the wind to change.

Take the 'new' paper-based system for the monitoring of organic imports. If you have read my articles on a semi-regular basis, you will know that this has been a continued area of review/confusion/hilarity (omit as applicable). While I would love to speculate the potential impact of such a system on the UK's organic market as a whole, such speculation is unlikely to leave you with much festive cheer so close to Christmas.

So, to return to a purely factual and administrative narrative, the implementation of a paper-based GBCOI to replace the outgoing (digital) TRACES interface was first touted in the second half of 2020 and scheduled to coincide with the closing of the border on 1 January 2021. While it was implemented for imports from non-EU countries out of necessity, for imports from our old pals in the mainland (the source of the majority of the UK's organic imports), the rollout was quickly delayed until July 2021, before being pushed again to January 2022 in a very quiet manner. As of 1 October 2021, this was

# Here's to another Brexit update. Just what Santa ordered.



Have you heard the news on Brexit? More words, more delays, more blame placed on the pandemic. But as much of the world begins to find a 'new normal', trade shows have provided an opportunity to engage with Europeans on the subject in a way that just hasn't been possible on a video call, reports **Tom Campbell-Smart**, research director at Brand Organic

delayed once more until July 2022, along with a host of other measures which remain set to continue their residence on the proverbial horizon. Controls on food and animal products that were due to come into effect in January were pushed while the Government also delayed paperwork required from October on imports of food and animal products including dairy, eggs, honey.

## **Merry Christmas they said. Blame the pandemic.**

On the face of it and from an import business perspective, much of this is welcome news. Additional administration adds cost and timescale, and both are detrimental to supply chains at this moment in time



when raw materials and service costs are rising rapidly.

However, from a wider picture perspective, the trading environment with Europe has become increasingly skewed as a result of Brexit, or certainly as a result of the endless limbo we find ourselves in. Why? Well, it is now considerably easier (and cheaper) to bring goods in from Europe than it is for UK producers to export to the continent. And that doesn't even take Northern Ireland into account.

Looking at the organic market individually, goods will continue to be imported without any form of tracing and/or certification requirements at point of entry for an additional six months, taking the total

window to 18 months, and subject to further increases. It leaves a sector that has worked so hard to build trust and confidence in its products rather exposed.

Maybe they should have painted some of these grim realities on the side of the Brexit bus. On a personal note, I have written another six months of daily checks on the Government's website into my daily schedule. Ah, life at the coalface of Brexit limbo.

Back to sunnier news: it has been a pleasure to finally visit a few trade shows on the continent over the past few months as travel restrictions have eased. Shows are back with a bang and remain a key method of lead generation – and companies have clearly been keen to invest as a display of strength and solidarity

following the pandemic. Organic Food Iberia, Anuga and NATEXPO Paris all appeared close to capacity from an exhibitor standpoint, with limited visitor numbers at some providing a calmer environment, promoting conversations of quality rather than quantity. It was a real pleasure to have face-to-face business interactions again, albeit in a face mask and with the continued confusion of handshake/fist bump/elbow pop protocol leading to some amusing initial connections.

The Europeans, it seemed, continue to watch Brexit unfold with unwavering intrigue. The UK, after all, remains a lucrative market for many food and drink brands. That intrigue is, however, laced with some dry levels of amusement, driven by continued stories of petrol shortages and empty supermarket shelves akin to an apocalypse. I paraphrase and add spin for obvious reasons but jokes regarding the cancelling of Christmas in the UK were not uncommon. But whether mainstream news, social media or general hearsay is to blame, the narrative was clear from our conversations: the whole thing from the outside appears to be mayhem, and no one seems to have a grip on matters. What more can you do than smile?

Having reflected on my own articles in this very publication over the last 18 months, I instantly understood how one would form such an opinion and project such a response – and wondered whether they were indeed wrong.

Sometimes you need to step out of the fire to realize how hot it actually is. Let's hope the thermostat gets turned down a little in 2022, and I can provide some information that is likely to be accurate for more than a matter of months.

For further information on Brexit and how it affects you and your business, please visit [gov.uk/brexit](http://gov.uk/brexit). For specialist organic advice, the Soil Association's dedicated Brexit pages have a wealth of up-to-date information.

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## Earthshot Prize awards 'ground-breaking' environmental solutions worldwide

AFTER a ten-month search, the first winners of the prestigious Earthshot Prize have been named in a hybrid ceremony at London's Alexandra Palace, attended by Sir David Attenborough and The Duke and Duchess of Cambridge.

The winners from Costa Rica, India, The Bahamas, Italy and Thailand each received £1 million to 'scale their remarkable environmental solutions to repair our planet'. The accolade also entitles them to access a network of tailored support from experts, philanthropists, NGOs and private sector businesses to assist them in 'accelerating their impact'.

Judged by The Earthshot Prize Council, the initial winners are:

**Protect and Restore Nature:** The Republic of Costa Rica: a



country which once destroyed the majority of its forests has now doubled its number of trees and is seen as a role model. The winning project pays local citizens to restore natural ecosystems

**Clean our Air:** Takachar, India: this portable machine was created to turn agricultural waste into fertilizer, enabling farmers

to stop burning their fields and thus reduce air pollution

**Revive our Oceans:** Coral Vita, Bahamas: a collaboration by two friends who are growing coral in the Bahamas. The project is designed to restore the world's dying coral reefs using special tanks within which the pair have developed a way to grow coral up to 50 times faster than in nature

**Build a Waste-Free World:** The City of Milan Food Waste Hubs, Italy: an initiative by the City of Milan which sees unused food collected and redistributed, simultaneously tackling hunger and food waste  
**Fix our Climate:** AEM Electrolyser, Thailand/Germany/Italy: a design which uses renewable energy to create hydrogen by splitting water into hydrogen and oxygen.

## Alara Wholefoods hits Hong Kong market

SECURING an exclusive distributorship deal with city'super, Alara Wholefoods has announced expansion into the Hong Kong market.

The supermarket chain operates 20 stores across Hong Kong, offering an extensive range of premium foods and lifestyle products 'to target an audience of busy urban professionals'.

The listing will see the retailer take 12 Alara SKUs, including all products under its Net Zero Food range, which will be shipped by sea from independent UK wholesaler Queenswood.

Alara founder Alex Smith welcomes the deal, saying: "It's great that ... such a well-managed and quality food-focused food store in Hong Kong has

started to stock a wide selection of Alara cereals. This builds on our success more widely in the region, for example in Japan where we are supplying 35,000 packs every month."

With Alara reporting a year-on-year increase of around 30% in global and domestic sales, Smith says

the brand 'is in a good place as we pull out of the pandemic', thanks to the launch of the Net Zero Food range and the company's communications strategy. "We've been getting the message out to the next generation of conscious consumers about Alara's heritage and brand values," he explains.



## 2021 Sustainable Beauty Awards winners announced by Ecovia



**DURING** a virtual ceremony hosted by Ecovia Intelligence, the international winners of the Sustainable Beauty Awards 2021 have been revealed. Giving 'recognition to operators who are pushing the boundaries of sustainability in the beauty industry', the Sustainable Beauty Awards were judged by an expert panel including Mark Smith, director general, NATRUE.

The award for Best Sustainable Product went to Sol de Ibiza for its Face & Body Plastic Free Stick SPF50. Taking home the Best Sustainable Ingredient award was LMR Naturals by French company IFF, which scooped the prize for its Sandalwood Oil New Caledonia for Life, which uses sustainable sandalwood harvested according to fair trade practices on Lifou Island, New Caledonia, where the company has set up a vertically integrated supply chain.

The Sustainable Packaging award went to REN Clean Skincare for developing (in partnership with Tubex) the first smart, re-closable, recy-

clad aluminium sampling tube, saving hundreds of kilos of plastic a year.

Weleda was announced as the Sustainability Pioneer. Smith explains:

"Why Weleda? Well, I think it's clear that this is a company that has been trailblazing the route and setting the standard. It's an exceptional company ... deeply committed to the areas of environmental and social sustainability, and underpinning all of these with investment in certification to produce products that obviously a lot of us enjoy."

The final award, Sustainability Leadership, was also handed to Weleda. Amarjit Sahota, founder, Ecovia Intelligence, said the company was 'the deserved winner'. "For 100 years Weleda has been producing organic cosmetics and anthroposophic pharmaceuticals," he said. "It is leading in various aspects of sustainability. Weleda also became a certified B Corporation this year, so congratulations ... for being a sustainability leader not just this year but over the last 100 years."

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## Owner of The Cornish Health Store celebrates 24 years in business

NATURAL health retailer Karen Da Silva has celebrated 24 years as owner of The Cornish Health Store (formerly Country Store Health Foods), having worked there since being a 'Saturday girl' in 1991.

During her 31 years at the shop, Da Silva has seen many changes, including the disappearance and recent resurgence of refills and plastic-free. "When I started in 1991, we used to have a packing area bigger than the store, where we purchased in bulk, oats, bran, fruits, etc, and bagged them down for resale, and had over 200 different herbs and spices that customers could buy loose. Then came labelling laws and the new weights and measures, and that part of the business slowly ceased.

"Now health food stores are leading the way with support from our suppliers. In 2018 we had a partial refit instore to accommodate a refill section, boasting over 200 loose fruits,

grains, cereals, spices, etc. This has proved so popular."

Da Silva puts the success of the store down to the fact that it's 'run from the heart'. "I think the secret to our longevity is our ethos, our customer comes first before profit, an ethos lost in big chains and many a health store across the country. We were started in order to help and support our community first and foremost, anything else is a bonus."

The birthday was celebrated with month-long giveaways and follows a store makeover which saw a

rebrand to The Cornish Health Store as well as new staff 'with energy and expertise' and more lines added to its offer.

The name change has been on Da Silva's radar for a few years. "Mainly because customers and family members never get the name the right way around, so this is simpler and encompasses all of what we are about. We are the longest standing health food store in Cornwall, I believe, and our logo says it all: Health Food For One And All, and in Cornish 'Boos Yahus Rag Onen Hag Oll'."



## EcoVibe saves 1,500 acres of threatened rainforest

ONLINE eco-friendly retailer EcoVibe has announced that through its partnership with the Rainforest Trust it has saved 1,563 acres of threatened tropical rainforest and habitats.

Since the partnership started in November 2020, the retailer has donated a percentage of every £1 spent on its website to the environmental charity, which in turn saves six square metres of rainforest each time.

"We chose to partner with the Rainforest Trust as they get to the heart of the issue," explains EcoVibe managing director Stacey Skidmore. "Their work protects endangered wildlife and threatened tropical forests, working directly with conservation-

ists and local communities to see real results. Deforestation rates are not slowing down and so we plan to continue this partnership for the foreseeable future."

The Rainforest Trust says the EcoVibe donations have enabled it to place threatened rainforests and tropical habitats under permanent protection.

EcoVibe is now seeking additional partnerships with environmental charities, specifically those with a focus on cleaning oceans and combatting plastic pollution. "Having a positive impact on our planet is at the heart of our brand and our collections help people make positive changes to their everyday lives," adds Skidmore.



## Tesco and Loop team up for reusable packaging trial

TESCO has partnered with global reusable packaging platform Loop to enable customers to buy a limited range of food, drink, household and beauty products in reusable packaging that can be returned to the supermarket to be cleaned, refilled and used again.

The reusable offer comprises 88 products from brands including Persil, Fever-Tree, Carex, Tetley Tea, BrewDog, as well as Tesco own-brand, with more products to be added.

After shopping from the Loop fixture, customers pay a deposit on each reusable



product at checkout which is refunded via an app when they return the packaging.

The initiative is being rolled out at first to ten

shops in the east of England, and the retailer says that if customers in these stores switch their recyclable tomato

ketchup, cola and washing up liquid bottles to the reusable alternatives, the packaging would be used and reused over 2.5 million times a year.

"We are determined to tackle plastic waste, and one of the ways we can help is by improving reuse options available to customers," explains Ken Murphy, Tesco Group CEO. "Bringing Loop to our stores is a significant milestone in this journey. With 88 everyday products available, we're giving customers a wide range of options and we'll learn as much as we can

from this to inform our future packaging plans."

Adds Tom Szaky, founder and CEO of Loop and TerraCycle: "The consumer reaction to Loop in these first Tesco stores will prove pivotal in refining the Loop offering and ultimately we hope to scale reuse across more stores and the number of product lines available. Tesco is the perfect partner to bring Loop to retail in the UK due to its commitment to sustainability, in combating plastics waste and in its operational scale as the UK's biggest grocery retailer."



# Counter culture

Edinburgh

## We haven't managed to find [vegan] salmon fillets yet but we know they're out there!

**B**y the time we opened our first shop in 2019 I'd been vegan for a couple of years. I was relatively new to the vegan lifestyle and was very familiar with how difficult it can be to find vegan products on the supermarket shelves.

Since then, things have got better and the vegan market is really taking off. Basically, I wanted a place for customers who are new to being vegan – where they could go shopping without worrying they were going to buy any animal products. That's what got me started.

Easter Greens is a vegan grocery shop. Everything we sell is suitable for people on a plant-based diet. We sell a mix of fresh produce like fruit and veg through to cupboard products and chilled, including meat and cheese replacements. We also have a selection of non-food items including toiletries and household cleaning products. Many of them are available

ALASDAIR CORBETT,  
EASTER GREENS,  
EDINBURGH



for refill as well so you can cut back on your plastic when shopping.

Our customers are a huge mix of people. I think that the number of full vegans coming in is somewhere between 20-30%. Most people come in because they like the idea of supporting local business and the idea of buying fruit and veg without the packaging. They also get a really good customer experience. The staff we hire are all very friendly and chatty so we

have a real 'community shop' feel.

Right now I think the real excitement is around meat and dairy alternatives. There are good reasons for that: people are looking to reduce their meat and dairy consumption because of health issues and environmental pressures, but they don't want to cut it out entirely. So we're seeing a huge rise in flexitarians. I think that COVID-19 has had a lot to do with it too. People are looking at their diets and how what they eat is linked to their health.

Vegan food definitely isn't just lentils and Sostmix anymore! You can get all kinds of replacements from eggs to bacon and chicken to steaks. We haven't managed to find salmon fillets yet but we know they're out there! And we certainly have 'salmon slices' that you can put on a cracker. Even soya mince is now a bit 'old school' – there are a lot of alternatives for your spag bol made from all kinds of different proteins.

Looking towards the end of the year I think we'll get busier although I believe people are still shopping online rather than coming out to stores. We've just got all our Christmas stock in and I really don't think it'll be any less busy than usual!



### What's selling?

**VMS:** We sell a small range of supplements, including the Vegan Society's Veg 1 range.

**Food:** Plant-based milks are very big for us. It used to be soya, then almond and now it's very much oat milk. Our two biggest brands are Oatly and Minor Figures. Cherry tomatoes and avocados are also super popular.

**Eco cleaning:** We sell Ecoleaf by Suma – things like washing-up liquid and toilet cleaner. A lot of the products are available for refills, which customers like.



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**Matt Chittock** hits Edinburgh to discover how independent retailers are faring as we near the end of another extraordinary year

# At the moment we're thinking about an AV display for the window



It's still a really rough year for us and we're still very much on a knife edge.

Any attempt to predict what was going to happen this year has been a total failure. It's a time of flux; there's flux in everything from suppliers to consumer patterns to availability. It's like that ancient Chinese curse says: 'May you live in interesting times!'

The rise in business after the January to March lockdown wasn't as good as the rise after lockdown last year. And right now only 20% of the office workers are back. They're important to us because they pop in to get things as they need them during the week.

We are ploughing on even though it's as difficult as it's been in the last 18-plus months. We've kept the shop looking great. Like a lot of businesses we've seen a tremendous turnover in staff. But we know we've got a couple of good'uns – which is very positive. And we're continuing to innovate in everything we do.

At the moment we're thinking about an AV display for the window in the next few

**JOHN MCKEE, HANOVER HEALTHFOODS, EDINBURGH**

months. Basically, it'll be a screen to speak to people who aren't necessarily first-minded to come into the store. It'll tell them that we're an expert independent business. Also that we're 117 years old and aren't fancy, but that we get on and care about our customers and what we do.

Then, of course, you can talk about new products and special offers as well. It's a more dynamic interface with people who are actually on the street than the shop window on its own could ever be.

There are thousands of new lines coming in all the time. I forget what we've taken in sometimes! We're constantly tweaking our ranges and it feels like they're constantly evolving; whether that's pine needle tea or new soaps and vegan roasts. We've got the range, now we need people to get back to the city centre and the international visitors to return to Edinburgh.



## What's selling?

**VMS:** It looks like finally people are starting to come in a bit more for supplements for their immune systems. That's been one of the stand-out features of the last 20 months. Our main brands are Natures Aid and Viridian. People are coming in a lot for products like vitamin D and elder leaf.

**Food:** We've got new lines coming in all the time. Two of the recent things we've got in are Pine Needle Tea from ImproveMe and SGAiA Garlic & Rosemary Stuffed Roast.

**Natural beauty:** In natural beauty our brands are mainly Weleda and Dr Hauschka.



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# What's new in store

What's new in store is the definitive guide to the best new natural and organic products coming on to the market

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**Prices:** 1 Bottle Trade £1.34 RRP £2.49 (6 bottles per case)

**Contact:** PAMA Plant Based Kitchen Ltd. Tel No: 07429 069 585

**Available from:** Wholegood and direct Sales: orders@suur-uk love



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**Contact:** Tel: 020 8133 2623

E-mail: sales@organax.co.uk www.organax.co.uk



## Man 50 + Prostate Complex

A select range of plant extracts including a researched pollen extract standardised to beta-sitosterols with nettle leaf, pumpkin seed, saw palmetto berry, and pygeum africanum. Pygeum africanum is native to Sub-Saharan Africa and the island of Madagascar and is extracted from the bark of the African plum tree *Prunus africana*, part of the Rosaceae family. Developed with human clinical data to support the use in men from age 50 onwards. Pumpkin seed extract and nettle extract help with the maintenance of good bladder function and urinary flow and support normal function of the prostate. Nutritionist formulated using 100% active ingredients.

**Contact:** Viridian Nutrition Tel No: 01327 878050



## Hair, Skin and Nail gummies

A new sustainable breed of beauty supplement has landed. Introducing Manifesto, the brand that is helping people look good, feel good and do good, one yummy gummy at a time. The naturally cherry flavoured, Manifesto edible Beauty supplements feature Astaxanthin, Biotin, Acai berry extract and vitamins A,C,E, and the essential minerals Selenium and Zinc. The unique formula is low sugar, high fiber, is gluten free, vegan and comes in a plastic free packaging. It is designed to support hair, skin and nails, help improve skin elasticity and texture, promote collagen formation, and provide cell protection against oxidative damage from pollution.

**Contact:** Manifesto Nutrition

E-mail: hello@manifesto-nutrition.com

www.manifesto-nutrition.com



## Fungtn - Award winning alcohol free craft beer

Fungtn is the first alcohol free beer brewed with functional mushrooms. A premium craft range brewed to 0.4% that complements daily routine, using healing mushrooms in a modern context. We wanted to go past just removing the alcohol for a more mindful beer helping to keep mind and body on good form!

Creating more mindful options for conscious consumers looking to reduce their alcohol consumption and empower their health. We have proven that a traditional craft beer can be made without animal derivatives, be gluten free and align with those making more mindful choices.

**Prices:** Trade £1.70 RRP £3.50

**Contact:** The Fungtional Brew Company  
hello@fungtn.com

**Available from:** FodaBox, The Health Store





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Vitamin D3 from lanolin

Vitamin D3 from algae; (v)

Vitamin E from sunflower (v)

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## Planet Positive Beauty Guide launched to help consumers make greener choices

FOLLOWING a new study by Provenance and Cult Beauty showing that 48% of consumers want more clarity about brands' environmental commitments, the British Beauty Council's Sustainable Beauty Coalition has created the *Planet Positive Beauty Guide*.

Described as a definitive industry guide with easy-to-digest information, it aims to help consumers navigate the 'minefield of baffling ingredient jargon and confusing claims' and enable them to make greener beauty choices with more confidence.

Drawing on a transparency framework from Provenance, the guide includes a comprehensive list of frequent beauty industry claims and straightforward descriptions to help consumers understand what to look for and what to avoid. It also highlights certifications and third-party verifications that signify brands can back up their eco claims.

The *Planet Positive Beauty Guide* is split into four chap-

ters: *Ingredients* breaks down common terms including 'organic' and 'vegan', and highlights certifications; *Packaging* focuses on key terms such as 'biodegradable' and 'recyclable' and offers practical tips; *People* explains terms including 'fair tax' and 'living wage' to help shoppers support brands that treat people fairly; and *Sustainable Sourcing* explores key terms such as 'carbon footprint', 'biodiversity' and 'net-zero'.

"This phenomenon, called 'greenwashing', can be seen

not only in the misleading use of claims such as 'natural' and/or 'organic' but also 'environmentally friendly', 'clean' or 'green'," says coalition chair Jayn Sterland. "Greenwashing not only means shoppers are making what they think are 'green' choices which can actively harm the environment, it also drains credibility from honest brands that are genuinely sustainable and environmentally friendly."

The guide is available to download from the British Beauty Council website



## MONO Skincare claims beauty 'world first'

OFFERING what it is hailing as the world's first skincare tablets, plastic-free brand MONO Skincare has launched with a line including cleanser, moisturizer, toner and face serum.

Consumers fill their MONO container with water, drop in a tablet, shake, wait for three minutes, and once it is dissolved, the product is ready to 'Enjoy, repeat and refill.' Each tablet makes a full bottle.

Created using certified 100% natural and organic ingredients, including probiotics to restore essential balance to the skin microbiome, maintain firmness, texture and glow, the cruelty-free and vegan products are designed to be good for planet and pocket.

The range includes:

- **Ultra-Gentle Face Cleanser** – a probiotics-packed formula to remove dirt and impurities without disrupting the moisture balance, nourishing even sensitive skin without oiliness, and respecting the skin's natural pH
- **pH-Balancing Toner** – designed to hydrate, smooth skin and boost radiance, this toner combines organic acids with nourishing aloe and probiotics to

ensure the skin works as a protective barrier against pollution and bacteria

- **Face Moisturiser** – gentle and lightweight, this calms and soothes with MONO's hero ingredient, Biolin P prebiotic, which helps restore microbiota balance, along with redness-reducing, moisturizing beta-glucan
- **Intense Hydration Night Serum** – a formulation that creates a protective film

to prevent rawness and water evaporation during sleep, with citric and ascorbic acids to stimulate collagen and elastin production.

The collection also offers a Rejuvenating Body Mist, Neroli Deodorant, a Yoga Mat Cleaning Pschitt! and a 3-Step Balanced Skincare Set including the Cleanser, Toner and Moisturizer.



## Vegan Society finds 97% of shoppers want more vegan beauty



A NEW report by The Vegan Society has discovered that 97% of British shoppers want more vegan-verified cosmetics and toiletries, with 91% saying that third-party vegan certification is important to them.

The *Vegan Beauty Takeover* report found the majority of cosmetic shoppers (56%) would like more vegan-verified products across all cosmetic and toiletry products, while 41% want more vegan shampoo, conditioner and hair styling products.

A wider range of vegan toothpaste and mouthwash options were wanted by 40%, and 39% would like to see more vegan deodorants. Vegan skincare and body care, such as moisturizers and soap bars, are also in demand, with 38% and 37% wanting more choices in those categories, respectively.

Strongest demand came from females aged 45-plus, with 71% looking for more vegan options across all cosmetic and toiletry products.

When asked if they felt confident identifying animal derived ingredients in cosmetics and toiletries, 46% felt confident, 43% didn't, and 11% said they weren't sure as they never checked ingredients. However, when respondents were given real examples, only 3% correctly guessed the animal-derived ingredients often found in cosmetics and toiletries.

"The results of the survey are fantastic and prove that vegans and non-vegans alike loathe the thought of the beauty products and cosmetics they use containing cruel animal-derived ingredients," comments the society's Louisiana Waring. "The number of cosmetic products we have registering with the Vegan Trademark is growing exponentially as people realize that there's no excuse for continuing to harm animals through experiments for yet another shampoo or mascara and are taking a stance against companies still taking part in animal exploitation."

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# Beauty Buzz

Victoria Wood,  
founder, Greener Beauty

## How do you feel about the use of sea sponges?

As the plastic-free beauty market increases in popularity I have started seeing sea sponges for sale more frequently. It's funny to me, as seeing sea sponges out of the water always takes me back to the '80s when they were last widely available, and I can remember as a child avidly looking at these sponges and being so fascinated by how they looked and how they felt. Back in the present day I only ever see these sponges when diving and exploring the mystical world below the sea's surface. Well, that was of course until recently when I started to see sea sponges for sale again.

I know what I am about to say is probably going to be a little confusing. Technically the use of a sea sponge is vegan-friendly; while these sponges are classified as animals they have no brain, no nervous system and no organs. So, no harm done right?

I would disagree. I have frequently seen the use of the words 'sustainable' and 'ethical' when it comes to sea sponges. The reason they are thought of as sustainable is that it's advertised/believed that the people who collect these sponges free-dive down to the ocean floor and hand cut them without damaging any of the surrounding coral or marine life. However, they can also be collected using nets and lines which will either remove the full sponge and/or damage surrounding coral. When a brand is selling hundreds or thousands of these sponges, how carefully do you think these are really harvested? The oceans are so vast and totally unmonitored that any brand can claim to be ethical and sustainable without actually needing to be. A perfect example of this would be when that well known UK canned tuna brand which claimed to only sell dolphin-friendly line-caught tuna was actually found to be using long lines in 2017.

Sea sponges form an important part of coral reefs. While coral reefs only make up 1% of the seabed, around 25% of the species found in the oceans depend on them. They provide shelter for small fish who find food, reproduce and rear their young there. Sea sponges

grow incredibly slowly; those that are deemed good enough to be harvested take approximately two years to grow to this size in just the right conditions. You don't even have to watch a whole episode of a David Attenborough documentary to be aware of how much threat coral reefs are under with rising sea temperatures, pH changes, coral bleaching, over-fishing and unsustainable fishing tactics – the list goes on. Do we really need to be adding the harvesting of sea sponges to the list of threats?

The oceans are a very delicate eco system that all life on this planet is dependent on. Anything we do to disrupt the balance of this eco system can have dire consequences to our existence on this planet. The oceans perform a very important task of converting carbon dioxide to oxygen – yes, the same oxygen that we breathe. Paul Watson of marine conservation group Sea Shepherd famously said that 'If the oceans die, we die' and I have read many reports from marine biologists who back this statement up.

But how can this really impact sales? I recently did a survey of my Instagram followers. My audience is mainly vegans, however I have a growing number of people who follow me as an ethical and cruelty-free business that can be trusted. I asked my audience whether they would consider using sea sponges in their beauty routine. 100% of people who answered my survey said that they would not use sea sponges and instead they see them as unethical and not environmentally friendly. So it can affect your customer sales and it can also affect your wholesale sales too. I recently tested a new brand for retailing its products within my business. The products I tested were great and I was going to sell its full range until it launched a new line of sea sponges; as an ethical business I decided not to sell any of their products as a result. There are so many truly sustainable plant-based alternatives available, such as konjac, loofah, sisal, hemp and bamboo. Do we really need to add sea sponges to this list?

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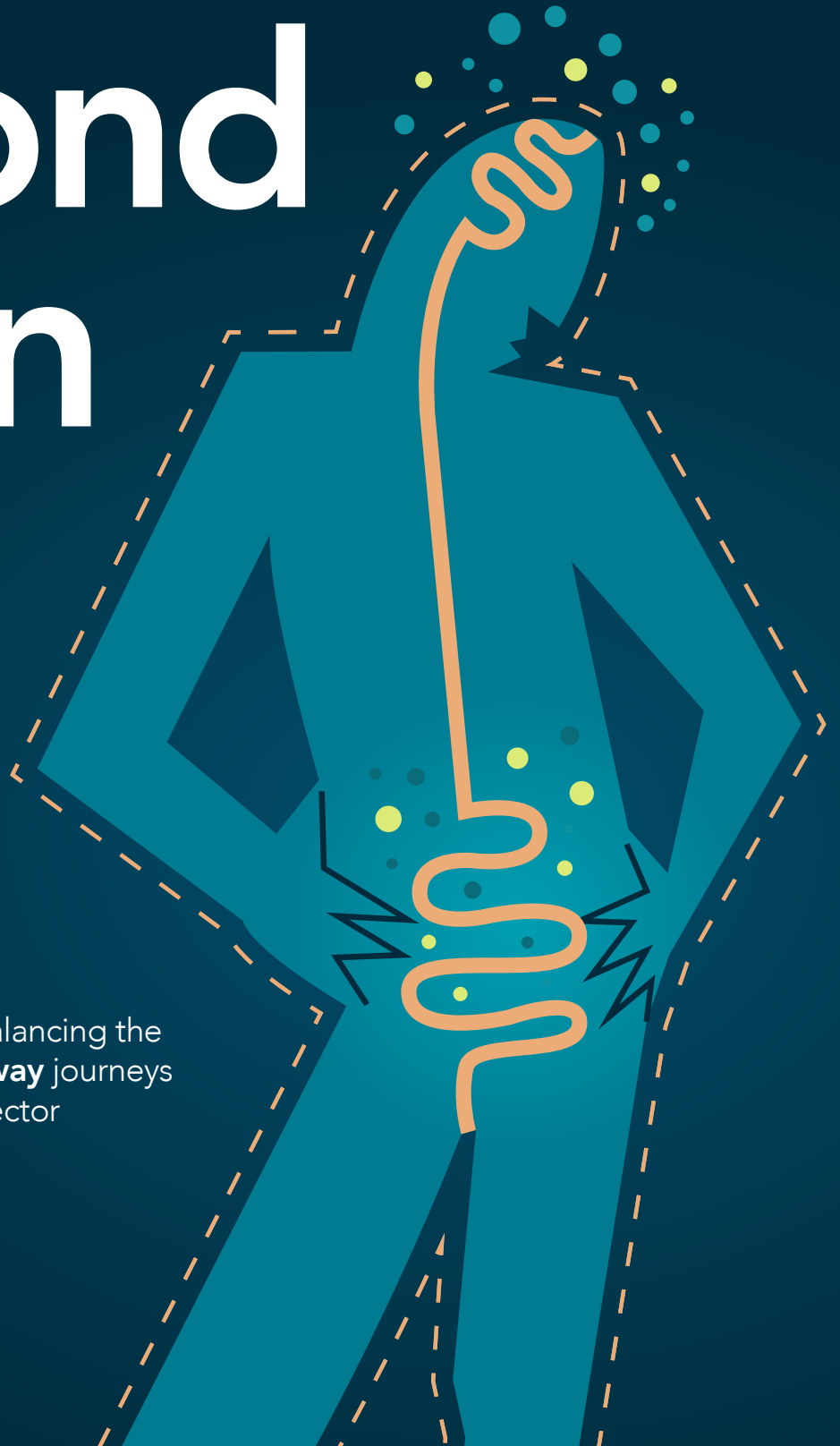


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# The second brain

From the gut-brain axis to balancing the microbiome, **Rosie Greenaway** journeys inside the digestive health sector





**W**ith the UK now plunged into deepest darkest winter and with Delta causing digestive disruption as COVID-positive Brits rush for the bathroom, gut health has never been more relevant.

While NHS official figures for tummy trouble relating to the now-dominant Delta variant are low – in fact, sickness and diarrhoea still aren't listed among the main symptoms of coronavirus – anecdotally many doctors and healthcare practitioners have reported this to be much higher.

Digestive health is also beginning to be more widely woven into conversations about cognition, as consumers start to make the link between the gut-brain axis.

At this point in time, probiotics brand Yakult reports that from its latest survey just 29% of people have heard of the gut-brain axis – but according to Dr Rupy Aujla, six or seven years ago it was considered 'quite cavalier' to draw a link between the gut and the brain, so this could be seen as progress on the road to understanding the 'psychobiome'.

Yakult's research also showed that nearly four in ten Brits describe their gut as their 'second brain' – women are more likely to rely on their 'gut instinct' with 75% saying emotions such as 'love, happiness and fear' can be felt 'in the gut'. 'Gut feelings' are now scientifically explained as 'the direct physical connection and continuous communication between the gut and the brain'. The gut and the brain 'appear to communicate

on a regular basis', explains Dr Aria Campbell-Danesh, psychologist for Yakult. They do this through the vagus nerve and neurotransmitters such as dopamine and serotonin. "Fascinatingly, neurotransmitters are also produced by gut cells and

**“It is estimated that more than 90% of the serotonin in our body is produced within the gut”**

the trillions of microbes that live in our gut, known as the gut microbiota. They help produce these neurotransmitters and it is estimated that more than 90% of the serotonin in our body is produced within the gut.”

#### Discussing digestion

When this year began, Apothecary 27 in Surrey ran a social media Q&A about gut health, knowing it would be a high priority for its customers following festive over-indulgence. Among in-house nutritionist Isabelle Lloyd's overview of the gut's impact on the immune system was a nod to brain function, as she listed some of the basic food and drink recommendations for optimal digestion and cognitive function; outlined the differences between probiotics and prebiotics; and gave suggestions of supplements to help customers achieve their daily fix of fibre (Viridian Fibre Complex) and balance the effects of antibiotics (Bio-Kult).

Lloyd's daily recommendations included: 30g of fibre; at least six to eight glasses of water; and regular physical activity (at least five times a week). As she pointed out, the gut in fact 'contains 70% of the immune system': "The bacteria in the gut build up a thick mucus layer between the body and the outside world. This protective lining prevents pathogens from entering the body," she explained – so if a person's gut bacteria is unbalanced, their digestion can be compromised, leading to their immune system suffering as a direct consequence.

According to Tenna Annette, co-founder of Purearth, over 25% of global consumers suffer from some kind of digestive complaint and 50% of those people say it 'impacts their overall health'. Annette also kicked off 2021 with a focus on intestinal health, predicting a 'huge shift' in public appreciation for how a healthy microbiome can be 'a gateway to wellness' – from immunity, energy and bloating to mental wellbeing. As part of this growing awareness, Annette predicted a change to the functional drinks

sector: "Move over kombucha – expect to see more prominence given to water kefir, the fermented drink that has been shown to help boost the immune system and aid digestion. We will see a significant move from the health food aisles into the mainstream as consumers look to reap its rewards."

#### Liquid before lunch

Where the absorption of microbes is concerned, probiotics brand Microbz advocates for consuming its liquid before meals, and Zara Kirk – naturopathic wellbeing advisor, microbiome expert and Microbz nutrition consultant – is here to explain why: "Although there can be instances when I might recommend taking it with food, generally we say before food as it gives the brew exclusive passage through the digestive tract to make contact with the lining without anything else needing its attention.

"Also, before food means the acid balance in the stomach is at its resting level and not reacting with more or less digestive juices or other foods to digest them. Sometimes I may advise to take with food if someone has a very sensitive system and we want to slow down the passage of the beneficial microbes and also give them something to work with.

## Hot Stocks

#### Gut feeling

Your Super says 'digestion isn't supposed to be difficult', and through its new Gut Feeling Organic Superfood Mix the brand is helping users 'beat the bloat' and balance their microbiome. A blend of celery powder, Jerusalem artichoke, lemon balm, ginger, lemon and apple, this green powder can be added to water or a smoothie.

#### Fruits of the earth

Wholistic Triphala from Pukka Herbs is a concentrated blend of amalaka, bibhitaki and haritaki – an ancient trio of fruits gathered from fertile organic soils. The broad-spectrum formula helps regulate the body's 'inner movements'. The fruits are joined by Arctic seaweed, ginger root and spirulina, housed in vegetable cellulose capsules.

#### Eye of the tigernut

New to the breakfast scene are Tigernut Flakes from

Strp'd – a gluten- and nut-free flake to be eaten as 'overnight oats', as a paleo yoghurt-topper or as a grain-free cereal with plant milk. 'A great prebiotic to help digestion', the product boosts fibre intake and capitalizes on the tigernut's natural ability to enhance gut health.

#### Tripe-action treatment

Expanding its VMS range, Higher Nature has added Pro-Immune Support to its offer. This high-strength, triple action one-a-day capsule supports year-round immune health through ten billion live

bacteria – a combination of *Lactobacillus* and *Bifidobacterium*, teamed with zinc and elderberry extract.

#### Cleanse and comfort

NutraCleanse Artichoke & Dandelion Root by NutraTea offers a purifying herbal remedy in biodegradable tea bags, blended by nutritionists to 'maintain balance and comfort within the digestive system'. The 100% active, sustainably sourced herbal botanicals include fennel, coriander and burdock root to ease flatulence and belly spasms.





“The downside with capsules sometimes is that they don’t dissolve for one reason or another and so you may not get the full benefit of the product. This can especially be the case if you are trying to improve the biome in the small intestine. A brew can get to work there immediately whereas a capsule may pass through and not open until later. Also, some people don’t like taking capsules or can’t, especially the elderly and children, so a liquid form is much more convenient.”

Among the variants in the Microbz range is its Bio-Live Gold – a liquid supplement with 15 carefully selected strains of live active cultures, fermented with some 50 organic juices, herbs and minerals, all aimed at encouraging optimal function of the gut microbiome and breaking down toxins. The brand says the liquid is suitable for those suffering from uncomfortable and life-impacting conditions such as IBS, leaky gut syn-

drome, bloating and inflammation. Unlike freeze-dried supplements, which require reactivation in the body, Bio-Live Gold is brewed to the same acidity as the stomach – 3.2pH – so the cultures reach the gut ‘alive and ready to work’.

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**The core of herbalism**

Sebastian Pole, co-founder of Pukka Herbs, is the man behind the new education-led, not-for-profit website Herbal Reality. Acting as ‘a voice for herbal medicine’, the site is designed as a comprehensive resource of practical information for professional healthcare providers, journalists and the public.

A hub of education provided by experienced herbalists, health practitioners, sustainability experts, scientists and academic leaders from around the world, Herbal Reality addresses the efficacy, quality, safety and sustainability of herbs, offering valuable insights from traditional Chinese medicine and Ayurveda, as well as Western herbal medicine and phytotherapy.

In Pole’s words, digestion is ‘the core of herbalism’; for people who seek a deeper understanding of how herbal remedies can impact it, he points to ‘a very nice, new shiny digestive section’ on the Herbal Reality website, where articles on digestion can be read.

In terms of daily access to herbs, Pole says that as ‘eaters’ we should be asking ourselves what herbs are present in our everyday food. “It has to be ginger as a place to start ... affordable, easy-access, highly effective, builds your appetite if your

appetite’s slow, helps absorb more nutrients, invigorates your circulation. Peppermint [and] fennel – it’s all the really obvious, quite simple ones that are best with digestion in that sense on a daily level.

“Of course, there are many aspects of digestion, and in herbalism we would go more into the bitter realm if we were helping someone that perhaps had sluggish digestion or discomfort. So, we’d be looking in the realms of dandelion root or gentian or andrographis. You know, bitters are of course a big tradition in



**Polyzyme Forte®**

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Do you find it difficult to digest foods? Do some foods not agree with you? You might need support for your digestion. Polyzyme Forte® is a digestive enzyme complex for broad spectrum support. It provides eight different digestive enzymes with distinct roles: bromelain, lipase, protease, amylase, cellulase, lactase, maltase and sucrase. It is designed to retain breakdown capability over a wide range of pH variances. All the enzymes are acid stable against stomach pH and are used to assist the body’s own natural process. Suitable for vegetarians and vegans and available in recyclable glass packaging. Find out more by visiting [www.biocare.co.uk/polyzyme-forte](http://www.biocare.co.uk/polyzyme-forte)



**Bio-Kult**

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Having a healthy microbiome is important to ensure regular bowel movements. Bio-Kult is a scientifically developed, advanced multi-strain formulation containing 14 live bacterial cultures, which are proven to survive the high acidity of the stomach and complement the bacteria already existing in the body. Bio-Kult does not need to be refrigerated and is suitable to be taken alongside antibiotics, by children, when pregnant, when travelling, by vegetarians and as part of a healthy diet.





Europe, as an aperitif to help stimulate digestion, and we've hybridized all those bitter compounds out of our vegetables so we don't get those anymore."

**All about absorption**

Pole says that 'no questions are ever stupid', so for anyone wondering whether it is imperative that herbal digestive aids actually pass through the large and small intestines in order to have an impact, he explains: "For digestion it is usually best to get direct contact not just in the gastrointestinal tract but with the microbiome too – that is where most of the action is. However, depending on the problem, non-internal practices such as deep breathing can be good for digestion, as can smelling essential oils. But these are all indirect systemic effects rather than specifics.

"Herbal medicine does use external treatments for digestion, such as castor oil packs, but they are less common.

"Transdermal patches can get compounds into the bloodstream that may affect stress levels that indirectly influence digestion, but I can't see how they would work directly. However, I don't have any direct experience of them.

"Liquids may be more easily absorbed than capsules, but are not necessarily more effective. The influence on health is largely the conversation with the microbiome, and herbal powders (as capsules/tablets) can be good for that too. Tablets are often too hard for some people's digestion.

"In the end it's about who is having how much of what and when. This is why Herbal Reality encourages a consultation with a herbalist to get the herb selection, medium of prescription and dose all personalized. If people don't like swallowing capsules, teas and tinctures are perfect – and they are the mainstay of most herbalists."

**Going back to your roots**

Described as 'revolutionary in its concept and capabilities', new Progurt Probiotic is a unique advanced formulation which claims to be the world's strongest, aiming to 'restore your microbiome with

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Particularly effective in rebalancing digestive dys-

functions found in conditions such as IBS and colitis, as well as common complaints like constipation and bloating, Progurt is formulated to 'heal the skin from within' by improving blood flow, hormone function and organ function, plus ensuring the regular elimination of metabolic waste.

The brand calls it a product 'for individuals who want to look and feel their best', and has ensured that the variety of formats within its Gutcare range serves a broad spectrum of users. Its points of difference are: the capability of one trillion colonizing forming units per probiotic sachet; no animal or plant strains, only human probiotic isolates; synergistic, colonizing and restoring strains; missing and fragile strains; a formula resistant to stomach acid and bile; a lactose-, soya- and gluten-free recipe suitable for vegans; and a product which does not require refrigeration.

**Organic DigestKare**

**Good Guru**  
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The digestive tract goes through a huge amount of processing. The food and drink that we eat enter the mouth and it is from this moment till excretion that the body is processing all of the items we ingest. We have saliva within the mouth which have enzymatic juices which start the process of digestion. This is continued further through the oesophagus, into the stomach, small and large intestine. When we have an abundance of acid or an acid imbalance and not enough alkaline foods and drink, the body can be disrupted and this is when we can experience acid reflux, bloating, pain, nausea and a whole host of complaints. It contains: Fenugreek seeds, Shiitake Mushrooms, Cinnamon, Ginger, Black pepper.



**Digeston Max**

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Digeston® Max - Advanced support for Digestive Well-being! Digeston® Max is a unique blend of vegan Digestive Enzymes including Amylase, Protease and Lipase which is required to digest carbohydrates, proteins and fats. Lactase, found in this formula, is a digestive enzyme which is effective in eliminating symptoms of lactose intolerance.



Digeston® Max has the added benefit of Papain and Bromelain that are known for their anti-inflammatory, enzymatic and digestive properties. The formula is also fortified with a superior blend of 7 Billion acid-resistant Probiotic Strains of Lactobacillus to help replenish the body's good bacteria, improve digestion and gut health. Digeston® Max retails at £13.49 for 30 tablets. Contact HealthAid Ltd on 020 8426 3400 for purchase and stockist information or visit [www.healthaid.co.uk](http://www.healthaid.co.uk).

**Black Walnut Liquid Herbal Extract**

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Nature's Answer brings you Black Walnut in a unique, alcohol-free liquid herbal extract. Holistically balanced, authentic, and pure. Black Walnut is traditionally used to support the environment of the digestive tract. This concentrated extract is made from the highly potent green hulls of the black walnut tree, which are rich in the bioactive compound juglone. Certified Gluten-Free, GMO-free and Cruelty-Free. Produced in a Family-owned & operated certified Organic facility with a Tradition that you can Trust – since 1972! For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)





## Living Nutrition Your Flora Symbiotics

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Your Flora is a range of organic fermented supplements based on whole foods and herbs that provide gentle support for a balanced, healthy gut microbiome. Each product in the range includes a signature symbiotic base comprised of kefir-kombucha fermented organic soya beans, which are nature's superfood for the microflora. Together with targeted herbs such as ginger and turmeric to warm the digestion, artichoke and chicory for prebiotic support, peppermint and lemon balm to calm a sensitive digestion, these symbiotics are alive with key enzymes, peptides and friendly microbes to give the microflora everything they need to flourish as nature intended.



## Planet Paleo Digestive Collagen

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When it comes to digestive issues, it can be hard to find a supplement that maintains a healthy digestive lining, nourishes the microflora, and enhances digestion all at the same time. Digestive Collagen is a holistic solution which supports all those functions alongside targeted herbs and special co-active nutrients, including L-glutamine, an amino acid for the gut lining, protease, a key enzyme in protein digestion, and lactobacillus plantarum, an important microbial strain that protects against intestinal permeability or 'leaky gut'. Combined with a therapeutic serving of pure grass-fed collagen protein, this formulation can help form the foundation of a healthier gut.



## Lamberts® Digestizyme®

A broad spectrum of plant-sourced enzymes

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Digestive enzymes are secreted into the digestive tract to break down food matter. If this enzyme system does not work effectively, the failure to absorb required nutrients can affect health. As we age, natural production of enzymes declines, and during illness enzyme production can be significantly reduced. Digestizyme® provides a broad spectrum of plant-sourced enzymes, which digest proteins, fats, and carbohydrates. Digestizyme® high strength formula is created with specially selected enzymes that are largely resistant to degradation caused by acidic conditions in the stomach, to ensure they are active when they reach the small intestine where most digestion takes place.



## Active Liver™

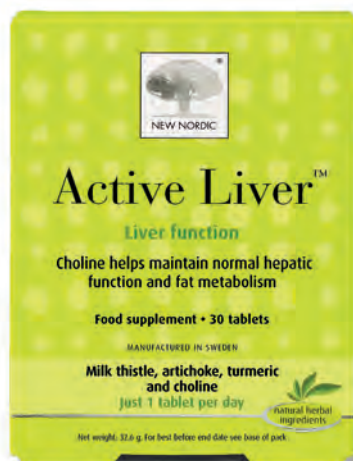
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Active Liver™ is manufactured in Sweden. It has been designed to support your liver's healthy, normal function. The tablet is based on a herbal combination extract of; Milk thistle, a herb known for protecting the liver and reducing heavy metal toxicity. It also contains turmeric, a superfood and one of the most anti-inflammatory and protective antioxidants known. Finally, globe artichoke, a plant used for centuries for increasing bile production, which is used to flush toxins and fats from the body. Active Liver™ is available in both a 30 and 60 tablet pack, just one tablet per day.



## NutraCleanse Herbal Tea

NutraTea

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NutraCleanse® by NutraTea® is 1 in a range of 22 unique herbal remedy teas that has been expertly blended by pharmacists and nutritionists to help maintain balance and comfort within the digestive system. The comprehensive herbal blend contains 100% active botanicals that have been sustainably sourced including Fennel, Coriander and Burdock Root to help with flatulence, belly spasms and toxin digestion. Each natural tea bag contains no flavourings, oils or excipients enabling it to be reused up to 3 times a day; offering a convenient way to help stimulate digestion and contribute to the normal function of the intestinal tract.





## Higher Living Digest Delight

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A zingy blend of peppermint, basil and ginger – perfect post-pudding. We're an independent business based in the British countryside, with the whole family at the wheel: a husband, wife, two daughters and son-in-law. A team of tea lovers who have been blending brews for over 20 years - we pour our passion into every single cup, promising flavours that fly.



## Good gut health for all ages from Solaray

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Good digestive health helps you live brighter - whatever your age. Solaray's Mightidophilus is an effective probiotic available in two potencies, containing 12 or 24 of the most important strains of beneficial bacteria, with each serving providing 20 or 30 billion friendly microorganisms. Each vegetarian capsule is enteric-coated to aid the survival of micro-organisms and maximise supplement efficacy, promoting good gut health. For kids, DinoDophilus black cherry flavour chewables combine two billion important intestinal flora to support their delicate digestive systems and help manage changes in their diet that can cause digestive upset. Available now from [cfdistribution.com](http://cfdistribution.com) and [thehealthstore.co.uk](http://thehealthstore.co.uk) | [www.Solaray.co.uk](http://www.Solaray.co.uk)



## Silicea gastrointestinal gel

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If your customers suffer with any symptoms of gastrointestinal disturbance including IBS there's a natural solution which can be taken long term and even during pregnancy.

Silicea Gastro-intestinal gel contain pure Silica and no artificial preservatives which can aggravate some conditions. Silicea has a unique bonding action with pathogens and toxins in the gut which can reduce many of the symptoms associated with food poisoning, flatulence, stomach pains and heartburn. A new social media campaign will be running during the Christmas period, a time when sufferers often need support.



## PrescriptBiotics™

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Good Health Naturally's multi-award winning PrescriptBiotics™ provides the perfect 'solution' to any digestive or immune worries. Ingesting PrescriptBiotics™ Bio-Identical™ SBO Probiotics Consortia™, with 8x species of beneficial bacteria, helps support microflora balance, regulate digestion and balance overall immune health. These soil-based organisms are cultured in their ancestral plant matter of humic and fulvic acids (a natural prebiotic). During ingestion, they survive the harsh environment of the digestive tract and come alive when they reach the gut. Derived from a pristine natural source, PrescriptBiotics™ is entirely chemical, toxin and GMO-free. 90 veg caps. Suitable for vegans.



## Candipure

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New from the range that bought you Bladapure, Candipure is the latest supplement to tackle the troublesome problem of Candida yeast growth. Formulated with only 100% active ingredients including Ceylon cinnamon, cloves, black garlic, grapefruit seed and potent live cultures, Candipure creates an inhospitable environment for problem yeast. Candipure is now available from your usual wholesaler or speak to your World Foods representative.



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**Black Walnut Liquid Herbal Extract**

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[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

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# Popular products from the pandemic

During the second of two consecutive extraordinary years, the industry continually responded thoughtfully to the needs of the planet and its citizens. Pandemic-driven trends continued across the board, from pet health launches aimed at lockdown puppies, to innovative delivery formats for vitamins. Here, we round up some of 2021's stand-out-from-the-crowd solutions to modern consumer requirements and recap on the buying habits which kept the natural sector thriving

## Health

Nothing says 'pandemic' more than immunity products. While panic buying subsided during 2021, according to many retailers who spoke to *NPN* throughout the year, sales of immune-boosting VMS continued to be strong as the UK moved through multiple lockdowns. Public awareness of the importance of vitamin D grew thanks to increased media coverage, with brands like Natures Aid and BetterYou remaining best-sellers in store and online. Stay-at-home orders drove interest in the convenience of letterbox subscription services, ranging from vitamin kits to personalized plans.

Vitamin C continued to be a firm consumer favourite; at the start of the year Viridian Nutrition took the opportunity to unveil a new range of capsules, powders and drops which feature high potency clinically tested vitamin C – the Organic Acerola Liquid C delivered a sweet-meets-tangy hit of cherry goodness on a spoon, ideal for anyone

with pill fatigue. Further delivery innovation came from Dispatch Nutrition, which presented 'the world's thinnest transdermal vitamin patch'.

Combining vitamins C and D, Super DC burst onto the scene in late 2020, making 2021 its core year for retailer promotion. 'Created with an adult audience in mind and designed for optimal immune support', Will Fugard, co-founder of Gusto Organic, explains that the canned drink is ideally positioned to be consumed on-the-go or 'from the breakfast table as part of your daily routine' – and it is equally good in a wine glass if you're feeling fancy.

In other areas of VMS, Botanicals 4 Life had the echinacea market covered with its comprehensive line of herbal extract blends; meanwhile, interest in probiotics remained level and the sector saw a complete brand and packaging refresh from Optibac.

Away from immunity, women's health is being

catered for by TrueVeda's upcoming Organic Meno-harmony supplement and The Good Guru's MenoKare, both addressing menopause; and Yoppie targeted symptoms of PMS with Mood Food, Super Soother and Hormone Hero. Meeting at the intersection between health and edible beauty was Manifesto, introducing its new Beauty gummies for hair, skin and nails. Under the mantra 'take only what you need', founder Anna Marcovici says the brand was created 'to help people make better daily choices with a cumulatively huge impact' and to form healthy habits they would stick to, with gummies feeling 'more like a treat and less of a chore'. Also foraging into gummies was Beauty Kitchen, under the sub-brand Vitamin Kitchen.

And calming the nation's nerves after endless months of uncertainty were the brands addressing stress, anxiety, sleep and relaxation: CannaRay, whose CBD drops are endorsed by TV

presenter Claudia Winkler; The Sweet Botanist, maker of CBD-infused confectionery, namely hard-boiled sweets and chewing gum in spearmint and peppermint flavours; Rebelicious, whose CBD-infused Cream Soda and Real Cola are now stocked by Sainsbury's; and RESCUE, which developed a new five-strong wellbeing line-up of sprays, balms and capsules tailored to promote sleep and stress reduction.



## Beauty and Personal Care

Over in the world of beauty, 'bar' is the word on everyone's lips as solid beauty gains traction, with more brands advocating for blue beauty, zero waste and a return to the humble bar of soap. Helping this message reach the mainstream, Kushboo founder Sarwat Jaleel was crowned Entrepreneur Award Winner 2021 in the North West Inspiring Women Awards.

Product-wise, 2021 saw the launch of the Solid Eye Contour Serum from Ballade en Provence, joining Lamazuna's Solid Eye Make-up Remover and Nurme Ladies Shaving Soap Bar in helping Brits achieve a plastic-free bathroom. Green People developed the multipurpose One Balm, before opening its first bricks and mortar retail space in Horsham; Friendly Soap designed the Soap Box for transporting

bars when travelling; ZAO flew the flag for refillable make-up through its EcoBox, which enables users to recycle small plastic parts from make-up packaging; and SBTRCT walked away with a Beauty Shortlist Award for its planet-friendly packaging – which brings us to Fiona Klonarides' summary of this year's trending beauty ingredients, aka 'fresh skincare stars, straight from nature': paracress, snow mushroom,

*Bidens pilosa* and butterfly pea flower.

Yoppie gets an extra mention here for its four new sheet masks which sync with each stage of the menstrual cycle, joined by Planera which claimed a world-first with flushable period pads.

In skincare, Antipodes put the spotlight on probiotics, marketing its new Culture Probiotic Night Recovery Water Cream; Green People gave thirsty skin a pick-me-

## Food and Drink

The 2021 food and drink landscape cannot be assessed without a nod to the pandemic's early days; while millions were stuck at home and parts of the economy ground to a halt, one thing we know Brits continued to spend on was food and drink. Although initial stockpiling habits subsided as supply chain assurances were made about everyday items, according to Public Health England volume sales of food and drink for consumption at home were 11.1% higher by June 2020 than they were for the same period in 2019.

This translated as treats; where people could afford to, they indulged. Alcohol was up 27.6%; home cooking ingredients rose by 26.2% in savoury and 23.5% in sweet; even frozen confectionery increased by 17.8% – that's a lot of tubs of ice cream seeing consumers through the unseasonably warm spring of that first lockdown.

In 2021 the effects of Brexit could begin to be felt as food prices rose, yet the trend for treats held strong; Paul Hargreaves – chief executive of fine food wholesaler Cotswold Fayre – predicted that recessionary food trends would 'kick in over 2021', with consumers 'seeking out little ways to treat themselves'. "When times are tough, confectionery and chocolate products perform incredibly well, acting as comforting treats at home. Patisserie and small luxuries

will also be at the top of everyone's shopping list for the foreseeable," he said.

But what were natural products connoisseurs in particular buying and what NPD did the industry deliver?

Interest in organic remained robust in 2021; the sector has enjoyed a noticeable boost over the past 12 months, now holding its position as one of the strongest grocery categories with sales up by 9.4% compared to just 5.6% for non-organic equivalents. Food miles have also been high on the agenda; numerous retailers told *NPN* that local, farm-fresh produce remained desirable to their customers, with eggs and honey making their way into plenty of baskets.

Meanwhile, plant-based has continued to tighten its grip of market share with the likes of Heura and Better Nature demonstrating all sorts of meat-free possibilities – from high-protein Nuggets and Chunks to BBQ Ribz and Kebab Strips. New for vegans and flexitarians was Bute Island Foods' Melting Sheesy Bake with Spring Onion & Garlic, which can be consumed in a similar way to baked Camembert – a nod to the fact that plant-based shoppers want premium products and 'greater choice, not only in terms of taste and texture but also for different eating occasions', according to the brand's marketing director, Nigel White.

The nation's obsession with plant milks continued, evidenced by growing shelf space; of notable mention

were Tree of Life's new Oat Drink range, including the 'foamable' Barista edition, and Gut Instinct Oat Drink ('crafted for coffee'). Vegan chocolate lovers gained a new confectionery favourite in Crave's Kitchen Sink and Rocky Road bars – gluten-free, with a rice milk base, topped with an assortment of salted fudge, raisins, honeycomb, cornflakes, biscuit crumbs and marshmallows.

As society began to open up, several brands took advantage of time-poor consumers' need for convenience, with on-the-go lunches, meal kits and protein shakes still proving popular. Hot stocks include Easy Bean's plant-based one-pot meals (featuring five variants, including African Pinto Bean & Sweet Potato Palava and French Green Lentil &

Sweet Chestnut Ragout); and Suma's warming 'lazy vegan lunch' – a tinned vegetable stew with dumplings.

The functional drinks category has continued to expand, with highlights including: Fungtn Lion's Mane IPA from the Fungtnal Brew Company, which won Best New Drink Product at the Natural & Organic Awards Europe 2021; Dr Stuart's organic Immunity teas; FYX Collagen Water; Clipper Hemp Tea; Rejuvenation Water's Nespresso-compatible Health Pods (Turmeric & Beetroot and Matcha Energy); Emunity Nettle Drink, presented in a can; and Organic Apoteke's Functional Herbal Tea Collection, designed to nourish, aid digestion, strengthen the nervous system and encourage detoxification.

Store cupboard shelves were joined by Curtice Brothers Organic Curry Ketchup and the award-winning Bay's Kitchen Maple & Chipotle Vegan Mayonnaise. Other foodie highlights were the increasing number of stores expanding their refill services to encompass loose frozen produce; and two new super-food products – Alver Golden Chlorella Shaker Jar and Aduna Hibiscus Powder.

And don't forget about those lockdown pets; Yarra Organic Pet Food had them covered with Dano Organic Fillets in Sauce for cats and Organic Vega Grain-free Dry Dog Food.



up with its Vitamin C Boost Serum; Skin Sapiens presented a 'family of botanical boosters' packed with powerful plant actives; and ingestible collagen with skin-plumping benefits cropped up from multiple labels (Skin Woof Collagen Beauty Drink, Correxico, NeoCell Pomegranate, Silicea Kollagen Plus, Pura Collagen Glow+ and Ancient & Brave True Collagen Sachets).

As ever, Faith in Nature refills were mentioned by the majority of retailers interviewed by *NPN*. Joining the

refill revolution was Fiils, with its postal pouches of hair and body care bundles, while Awake Organics bottled its Rosemary + Caffeine Shampoo, a water-activated 'next-gen shampoo powder' delivering up to 35 washes.

Recycling, upcycling, reusing and refilling were key talking points this year, and with the newly formed Sustainable Beauty Coalition now designing 'a new blueprint for beauty', the conversation is only going to intensify in 2022.





## Food & Drink

### AQUA Carpatica Sparkling Natural Mineral Water

**AQUA Carpatica**  
**Tel: 01895 549041**  
**E-mail: info@aquacarpatica.co.uk**  
[www.aquacarpatica.co.uk](http://www.aquacarpatica.co.uk)

A glass of water. That's all it takes towards adopting a healthy lifestyle but also to unwind and beat anxiety symptoms. With health in the spotlight, it's more important than ever to look after our body and mind!  
 AQUA Carpatica Natural Sparkling Mineral Water provides 26% of the NHS's recommended daily amount of magnesium for adults per litre and almost 40% of the daily amount of Calcium. A great fit for the health conscious or fitness enthusiasts, AQUA Carpatica Sparkling Natural Mineral Water ensures a natural hydration anytime, anywhere:

- Nitrate free
  - Suitable for a low sodium diet
  - Naturally rich in minerals
  - Sustainably extracted
- #ItsWaterLove



### New Award-Winning Truffles

**Booja-Booja**  
**Tel: 01508 558888**  
**E-mail: welcome@boojabooja.com**  
[www.boojabooja.com](http://www.boojabooja.com)

Double Winners at the Natural & Organic Awards Europe 2021, the new chocolate truffle range from Booja-Booja looks set to be as popular as the company's much-loved bestsellers. The Signature Collection, winner of Best New Vegan Product, is a stylish selection box containing all four new flavours including Chocolate Salted Caramel, winner of Best New Organic Food Product. Complementing the company's existing Eight Truffle Packs the new range features single flavour boxes of Chocolate Salted Caramel, Chocolate Orange, Deeply Chocolate and Honeycomb Caramel (£4.99 RRP) with The Signature Collection (£9.99 RRP) echoing the format of the popular Booja-Booja Award-Winning Selection.



### Curtice Brothers Organic Curry Ketchup

**Curtice Brothers GMBH**  
**Tel: 07976 640 691**  
**E-mail: alex@curticebrothers.com**  
[www.curticebrothers.com](http://www.curticebrothers.com)

The recipe for our curry mix dates back to a time when Queen Victoria was still the Empress of India. With the typical flavor's of South Asia, coriander, cumin, cardamom and fenugreek, we successfully added a hearty spicy note to our fruity ketchup. The result will not only delight all those who love a rustic sausage or grilled poultry, vegan dishes also gain complexity with a subtle smoky nuance of our Curry Ketchup.



### Award winning alcohol free craft beer

**Fungtn**  
**The Fungtional Brew Company**  
**E-mail: hello@fungtn.com**  
[www.fungtn.com](http://www.fungtn.com)

This year our alcohol free craft beer range brewed with functional mushrooms won Best New Drink Product in the Natural & Organic awards and a UK bronze in the World Beer Awards for our Lions Mane IPA. Going past just removing the alcohol for a more mindful beer, creating additional positive wellness to help keep mind and body on good form!



## Food & Drink

### Cheesy Pasta Pot

**Suma Wholefoods**  
**Tel: 01422 313848**  
**E-mail: sales@suma.coop**  
[www.suma.coop/wholesale](http://www.suma.coop/wholesale)

This totally vegan pasta dish is an indulgent twist on mac n cheese. Made with coconut for a creamy flavour and packed with sweet red peppers, crunchy green beans and potato to create the perfect hearty dish. A meat free meal that's ready in a moment.

It's just one of Suma's Vegan Convenience range. Why not also try our Vegan Meatballs, Vegan Meatball Chilli, Baked Beans and Vegan Sausages or our Baked Beans and Vegan Burgers? Suma's Vegan Convenience range; here to make Veganuary easy and tasty for vegans and flexitarians alike.



### Going Nuts! Almond & Sesame Butter

**Skoulikas Bedford Ltd**  
**Tel No: 01234 354 783**

A new twist on Sunita's traditional light tahini. This blend of 50% sesame and 50% almond paste is a nutritious nut and seed butter that's full of natural vitamins, minerals, protein and fibre. Almonds are also a good source of Vitamin E and calcium so combined with the protein and calcium content of tahini, this is a great way to supplement your diet. Rich and creamy it can be spread on toast, crackers and rice cakes or use in dressings and baking. GM free, gluten free, sugar free, salt free, kosher and vegan.

Available from: CLF, Essential, Suma, The Health Store, Tree of Life, Wholefoods Wholesale



### Going Nuts! Cashew & Sesame Butter

**Skoulikas Bedford Ltd**  
**Tel: 01234 354 783**

Sunita's new nut and seed butter has all the benefits of cashews and tahini! Cashews are a good source of monounsaturated fats, essential amino acids, protein and fibre, so combined with Sunita tahini it has the added benefits of extra protein and calcium too. A deliciously creamy nut butter that's not just a spread. Can also be used in cooking, baking, dressings, sauces or add to your favourite curry for a creamy buttery taste. GM free, gluten free, sugar free, salt free, kosher and vegan. Available from: CLF, Essential, Suma, The Health Store, Tree of Life, Wholefoods Wholesale.



### Vitaina: much more than a healthy snack!

**Vitaina Italia S.r.l.**  
**Tel: +39 (0)6 866 58 910**  
**E-mail: info@vitaina.bio**  
[www.vitaina.bio](http://www.vitaina.bio)

Finally, a healthy snack is also tasty!

Vitaina's dehydrated yellow kiwi (like all of our dehydrated products) has the shortest ingredient list: only fresh fruits and vegetables from organic farming; no additives, no preservatives! We select and process by hand, and thanks to our patented Soft-DRY® method, we are able to remove water below 40 °C, maintaining unaltered all the organoleptic and nutritional properties of our fresh fruits and vegetables. Finally, our single-portion compostable packs offer you a convenient snack to take with you and taste at any time of the day.





## Food & Drink

### Gin Gins

**World foods brand management ltd**  
**Tel: 01782 528611**  
**E-mail: mark.mccarty@wfbm.co.uk**  
[www.wfbm.co.uk](http://www.wfbm.co.uk)

The UK's best selling Ginger confectionery brand is more popular than ever as consumers look to natural ingredients which can strengthen their immune system. Gin Gins are perfect to warm a winter chill, soothe an upset stomach or ease nausea on a long road trip this winter. The new Gin Gin Turmeric also combines the additional anti-inflammatory effects making an ideal prework out energy treat while soothing the after effects of strenuous exercise. Make sure you are stocked up this Christmas!



### Profusion Organic Kombucha

**Profusion Organic**  
**Tel: 020 8547 2775**  
**E-mail: info@profusionorganic.co.uk**  
[www.profusionorganic.co.uk](http://www.profusionorganic.co.uk)

Profusion Organic Kombucha was created to address increased interest in gut health and functional beverages. Unlike other Kombuchas, ours is raw and brewed locally in the UK from fermented green tea, with no artificial flavours, sweeteners or syrups. It is not heated above 42 degrees, to preserve the taste and nutritional benefits of each ingredient. With added superfoods such as anti-inflammatory Turmeric, Maca, for a natural energy boost, and Baobab, which contains more antioxidants than any other fruit, our range of organic kombucha's are both functional and delicious, making the perfect healthy option to quench your thirst all year round.



## Health & Nutrition

### Bee Health Propolis Liquid

**Bee Health Propolis**  
**Tel: 0800 731 6006**  
**E-mail: sales@beehealthpropolis.com**  
[www.beehealthpropolis.com](http://www.beehealthpropolis.com)

Bee Health Propolis Liquid is a versatile way of accessing the benefits of this wonderful, natural ingredient.

Propolis is a natural substance collected by honeybees from buds and trees containing tree resin, essential oils, waxes and bioflavonoids. Bee Health guarantees the bioflavonoids present are naturally occurring flavonoids, with no synthetic substances added.

Hailed as 'nature's defender', Propolis is believed to promote a healthy immune system and improve skin condition. Our unique liquid can be gargled, drunk or applied directly onto the skin.



### Bio-Kult Boosted

**Bio-Kult – ADM Protexin Ltd**  
**Tel: 01460 243230**  
**E-mail: info@bio-kult.com**  
[www.bio-kult.com](http://www.bio-kult.com)

Bio-Kult Boosted is a unique multi-strain live bacteria formulation targeting the digestive and immune systems. With the same great 14 strains of live bacteria found in the original Bio-Kult, proven to survive the high acidity of the stomach, but at 4 times the concentration. In addition, Bio-Kult Boosted also contains vitamin B12 which contributes to the normal function of the immune system. Bio-Kult Boosted can be taken every day as part of a healthy lifestyle, it does not need to be refrigerated and can be taken alongside antibiotics, whilst travelling and by vegetarians.



## Health & Nutrition

### Helios Sleep

**Helios Homeopathy Ltd**  
**Tel: 01892 511555**  
**E-mail: retail@helios.co.uk**  
[www.helios.co.uk](http://www.helios.co.uk)

Helios Sleep combines four homeopathic remedies, Avena sativa, Coffea, Passiflora and Valerian. This award-winning combination has a long history of traditional use for sleep disorders such as difficulty getting off to sleep, or frequent waking during the night. Being natural Helios Sleep is gentle, safe and without any known side effects and comes in organic, sucrose pill form in our easy to use, single dose dispenser. For details of Sleep, other combination and individual remedies in our trade range please contact us.



### NeoCell Super Collagen Powder

**Kinetic Natural Products Distributor**  
**Tel: 08450 725 825**  
**E-mail: sales@kinetic4health.co.uk**  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

NeoCell Super Collagen offers clinically tested collagen peptides that are both bioavailable and bioactive in the body. A pure, versatile unflavoured powder providing collagen types 1 & 3. NeoCell is the world's leading collagen brand, they are committed to finding the most innovative and effective nutraceutical supplements for beauty from the inside out! Gluten-free, non-GMO, grass fed, paleo-friendly and free from artificial ingredients. NeoCell has been the go-to trusted collagen brand since 1998. For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)



### Bee rested sleep supplements

**Unbelievable Health**  
**Tel: 020 7993 2471**  
**E-mail: hello@unbelievablehealth.co.uk**  
[www.unbelievablehealth.com](http://www.unbelievablehealth.com)

Award Winning Natural Sleep Supplements. Bee rested sleep support is researched and formulated by nutritionists and blends 9 therapeutic ingredients with proven benefits for helping improve sleep quality including royal jelly, saffron, montmorency cherry, hops, 5-HTP (from griffonia seed), magnesium and more to help nod off faster and wake up less in the night. Effects are usually felt after first dose and benefits build with time. These nourishing botanical supplements help you feel rested and refreshed the next day with no grogginess. The formulas are concentrated, so fewer are required and capsule contents may be added to juice & more if desired.



### Organic Elderberry Extract + Vit C

**Viridian Nutrition**  
**Tel: 01327 878050**  
**E-mail: info@viridian-nutrition.com**  
[www.viridian-nutrition.com](http://www.viridian-nutrition.com)

A potent organic elderberry extract combined with vitamin C rich Brazilian acerola cherries. Formulated to provide immune support with research showing faster recovery from colds and flu. Studies have shown benefits in reducing the risk of respiratory tract infections in air travellers. Vitamin C helps with the normal functioning of the immune system. Featuring Austrian elderberry extract standardised to oligo-proanthocyanidins (OPC's) guaranteeing the required amount of active compound, ensuring a therapeutic dose of elderberry in every spoonful as shown in clinical trials. A great-tasting elixir, vegan, no added sugars, preservatives, sweeteners or additives. Soil Association certified. New marketing materials available.





## Health & Nutrition

### CurcuminX4000® with Fenugreek Seed Extract

Wholesale Health Ltd  
Tel: 01606 889905

E-mail: [sales@wholesalehealthltd.co.uk](mailto:sales@wholesalehealthltd.co.uk)  
[www.wholesalehealthltd.co.uk](http://www.wholesalehealthltd.co.uk)

Good Health Naturally's CurcuminX4000® with Fenugreek Seed Extract uses highly bioavailable Meriva® curcumin, which studies show can absorb up to 45x more effectively than ordinary curcumin. Added Fenugreek enhances its absorption even further. Widely studied for its health benefits, curcumin's antioxidant and anti-inflammatory properties make it the ideal choice to support many health conditions, such as joint, skin, brain, heart, digestive and immune health. Each serving (3 capsules) gives 600mg Meriva® (root) Curcuma longa extract plus 150mg Fenugreek Seed Extract. 180 capsules per bottle which lasts 1-3 months depending on requirements. Suitable for vegetarians and vegans.



## Cherry pillows

World foods brand management ltd

Tel: 01782 528611

E-mail: [mark.mccarty@wfbm.co.uk](mailto:mark.mccarty@wfbm.co.uk)

[www.wfbm.co.uk](http://www.wfbm.co.uk)



The original cherry stone pillows are filled with cherry stones and can be easily and quickly heated, for example, in the microwave. It then radiates heavenly warmth for hours. The pillow shapes itself to the body and spreads its heat evenly. It never gets colder than body temperature. Place the pillow by your feet in bed, on your stomach to relieve stomach cramps, around your neck if you are feeling stressed. Also serves as an effective cold compress. New for this winter are the Cherry Belly children's pillows in various designs.

## Eco Living

### LoofCo Plastic Free Cleaning!

NatBrands Ltd

Tel: 01892 616871

E-mail: [info@natbrands.co.uk](mailto:info@natbrands.co.uk)

[www.natbrands.co.uk](http://www.natbrands.co.uk)

Plastic cleaning sponges, scourers & brushes do not biodegrade and release microplastic particles into the environment when used. LoofCo products make switching away from these plastic products a practical reality without compromising on effectiveness and value. Made from plant fibres, this ingeniously ecological, plastic-free range of pads, brushes and accessories for washing-up, household cleaning and body is inspired by tradition & proven over generations. Launching November 2021 LoofCo has a fresh new look & 12 new products- including Kitchen Brush, Kitchen Cloths, Water Bottle Brush, Bath-Time Smile & NOPE 2021 Best Eco-Living Winner Palm Oil Free Washing-Up Soap Bars.



## Revolution Himalayan Salt Lamps

World foods brand management ltd

Tel: 01782 528611

E-mail: [mark.mccarty@wfbm.co.uk](mailto:mark.mccarty@wfbm.co.uk)

[www.wfbm.co.uk](http://www.wfbm.co.uk)



Himalayan Salt lamps are more popular than ever, with the warming glow and beneficial effects on air quality drawing new users. Revolution Salt lamps are made using traditional methods and will be expanding the range during 2021/22 offering the largest selection of lamps and an active promotional campaign to support Health stores including point of sale and great offers. The new range will include a mix of traditional and contemporary designs, providing for all tastes and now include fully dimmable cords.

## Natural Beauty

### Conditioner Bar - Lavender & Geranium

**Friendly Soap**  
[www.friendlysoap.co.uk](http://www.friendlysoap.co.uk)

This award winning Friendly conditioner bar uses a special blend of cocoa butter and castor oil giving fabulous, frizz-free results with every wash. A handy little bar that is kind to the planet, gentle on scalps, and leaves hair super-soft and marvellously manageable. At the same time, we've used essential oils of Lavender and Rose Geranium to add calming and anti-bacterial to its long list of benefits. Packed by hand into a recycled carton and sealed in a compostable cellulose-based wrap, keeping it fresh until you're ready to go.



### Antipodes Glow Ritual Vitamin C Serum (with Plant Hyaluronic Acid)

**Kinetic Natural Products Distributor**  
 Tel: 08450 725 825  
 E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

Antipodes Glow Ritual Vitamin C Serum is an ultimate light-wear gel serum that will transform any dull complexion, whilst also offering enhanced skin protection against environmental pollutants. Combining natural extracts of Kakadu plum, Vinanza Grape and Kiwi to protect and brighten skin with bakuchiol and plant based hyaluronic acid to boost hydration and illuminate. Antipodes is the award winning New Zealand based Scientific Green Beauty brand, which uses only pollution free ingredients from New Zealand in its plant based products, whilst also focusing on scientific testing and ingredient innovation. For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)



### Avalon Vitamin C Renewal Cream

**Kinetic Natural Products Distributor**  
 Tel: 08450 725 825  
 E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

Avalon Organics is a pioneering natural skincare brand that has been combining modern science with centuries of study into the rich botanical world, to utilise the most beneficial effects hidden within each plant for the skin, since 1989. Avalon Organics Renewal Cream is based on their new Triple C Complex formula, which combines all the anti-aging benefits of traditional Vitamin C, whilst also infusing antioxidants such as Olive Squalane, Kakadu plum, Turmeric, Licorice Root and Milk Thistle for long lasting, skin replenishing effects. A rich creme emulsion texture means use sparingly each day for twice the skin hydration and pollutant protection as standard Vitamin C products. No GMOs, synthetics. For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)



### Balade en Provence Solid Eye Contour Serum Bar

**Kinetic Natural Products Distributor**  
 Tel: 08450 725 825  
 E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

Balade en Provence Solid Eye Contour Bar is the award winning new addition to their range of handmade, organic, sensorial beauty balms. Traditionally fused with highest quality natural oils and rich ingredients from their local Provence region, including rosehip oil and french green clay, the eye bar contains a serum of essential oils known for their healing, regenerative properties. Brighten, rejuvenate, soothe tired eyes and dark circles with the Solid Eye Contour Bar containing essential oil from the immortelle flower, borage oil (to deliver a balanced concentration of Omega 6), and cocoa butter. Certified organic, vegan and waste free. For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)





## Natural Beauty

### Jason Thicken & Restore Biotin + Hyaluronic Shampoo/Conditioner

Kinetic Natural Products Distributor  
Tel: 08450 725 825

E-mail: [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)  
[www.kinetic4health.co.uk](http://www.kinetic4health.co.uk)

Jason, a natural skincare company that have been utilising the potency of wholesome ingredients and eco-friendly products, for all the family, since 1959. This award winning Thicken & Restore Biotin+Hyaluronic Shampoo and Conditioner (for best results use together) targets and fortifies weak, damaged hair, split ends, whilst ensuring strong new hair growth. Combining thickening properties of Biotin and Vitamin B5's with aromatic lavender, ginseng extracts for new and revitalised hair. An earth friendly, biodegradable formula containing no parabens or sulphates. For more information or to place an order, visit [www.kinetic4health.co.uk](http://www.kinetic4health.co.uk) or email [sales@kinetic4health.co.uk](mailto:sales@kinetic4health.co.uk)



### Hair, Skin and Nail gummies

Manifesto Nutrition  
E-mail: [hello@manifesto-nutrition.com](mailto:hello@manifesto-nutrition.com)  
[www.manifesto-nutrition.com](http://www.manifesto-nutrition.com)

A new sustainable breed of beauty supplement has landed. Introducing Manifesto, the brand that is helping people look good, feel good and do good, one yummy gummy at a time. The naturally cherry flavoured, Manifesto edible Beauty supplements feature Astaxanthin, Biotin, Acai berry extract and vitamins A,C,E, and the essential minerals Selenium and Zinc. The unique formula is low sugar, high fiber, is gluten free, vegan and comes in a plastic free packaging. It is designed to support hair, skin and nails, help improve skin elasticity and texture, promote collagen formation, and provide cell protection against oxidative damage from pollution.



### Natracare Nursing Pads

Bodywise (UK) Ltd  
Tel: 01454 613347  
E-mail: [info@natracare.com](mailto:info@natracare.com)  
[www.natracare.com](http://www.natracare.com)

Soft, breathable, and kind to sensitive skin, Natracare nursing pads keep skin and clothing dry between breastfeeds. The round, cushioned pads fit neatly into nursing bras, helping to absorb any excess milk. Made from high-quality natural materials like soft organic cotton, Natracare nursing pads are gentle on delicate skin by avoiding synthetic materials, perfumes and dyes. They're also compostable and will break down safely back into the earth when you're done with them.



### Ayluna – Plant-Based Hair Dye

Pravera LTD  
Tel: 01557 870203  
E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)  
[www.ayluna.co.uk](http://www.ayluna.co.uk)

Ayluna has a superior range of plant-based hair dyes, ranging from glossy browns, rich reds, and vibrant blondes. Ayluna hair dyes are made from selected organic plant extracts to give gentle, long-lasting colour and care to the hair. It is not just a hair dye. Ayluna cares for the hair structure, colouring each strand for optimal colour results, keeping hair strong and healthy whilst also colouring greys. Ayluna is proud to be certified COSMOS Organic and Vegan, additionally they are free from scents, preservatives, ammonia, peroxide and resorcinol. Ayluna is your plant-Based hair colour of choice! RRP £12.90



## Natural Beauty

### Ben and Anna Whitening Toothpaste

Pravera, Conchieton Business Centre  
 Tel: 01557 870203  
 E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)  
[www.benandanna.uk](http://www.benandanna.uk)

Enjoy a bright smile and clean teeth with the award-winning Ben and Anna Whitening Toothpaste. This whitening toothpaste with fluoride is a powerhouse in the fight against discolouration, using only certified natural ingredients. Pineapple enzyme gently whitens your teeth, mint oil refreshes your breath, and the addition of fluoride provides a protective shield against tooth decay. The popular zero waste brand always has the planet in mind with all eco-friendly packaging and vegan ingredients. Make the switch today!



### Deodorant power from nature!

Pravera Ltd  
 Tel: 01557 870203  
 E-mail: [trade@pravera.co.uk](mailto:trade@pravera.co.uk)  
[www.lavera.co.uk](http://www.lavera.co.uk)

The lavera Natural and Strong Deodorant range has a mild active composition with organic ginseng and natural minerals that offers reliable protection, inhibiting odour-causing bacteria and naturally preventing the build-up of sweaty odours, leaving you feeling fresh throughout the day. The innovative natural and organic formula, without aluminium salts, provides optimal skin compatibility and long-lasting protection, even after physical activity. The range includes a convenient Roll-On, Spray, and a Cream Deodorant.



### Truthpaste

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Have you heard what our customers are saying about us? "Love the fresh taste!", "So glad we made the change!", "teeth clean and super sparkly!". What makes our best-selling Truthpaste Original Peppermint & Wintergreen the must-have item for every bathroom? The highest quality organic botanicals for the boldest flavours. We do not compromise on whole mouth care, using natural ingredients for their antibacterial and anti-inflammatory properties. Our products are vegan, cruelty-free, SLS free and zero-waste. Available in 6 flavours including our multi award-winning Kid's range.



### Leaf + Seed Hair Repair Saviour

Wild Science Lab  
 Tel: 020 8879 4220  
 E-mail: [info@wildsciencelab.com](mailto:info@wildsciencelab.com)  
[www.wildsciencelab.com](http://www.wildsciencelab.com)

Hair Repair Saviour is a gift set showcasing 96.3% naturally derived Root Therapy Strengthening Treatment Mask, the winner of the 2021 Best New Hair Product in the Pure Beauty Awards. With a dreamy texture to send you off to the soft sands of Greece, and an uplifting tonic of essential oils, it's simply brimming with fortifying ingredients to breathe life into your hair whilst replenishing moisture balance. Reveal stronger, hydrated and more manageable hair. This gift kit also includes the Wild Science Lab natural, sustainable bamboo hair brush and comb to stimulate the scalp and hair follicles, promoting hair growth.





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# Organic update

## Organic Diary

The Oxford Real Farming Conference  
5-7 January 2022

Now in its 13th year, the Oxford Real Farming Conference addresses the bigger questions around food and farming.

Online tickets are available via:  
[www.orfc.org.uk/book-tickets](http://www.orfc.org.uk/book-tickets)

## 'Don't cross your fingers and hope for the best' OF&G tells Defra

MANY of the findings in the Environment, Food and Rural Affairs (EFRA) Committee's new report *Environmental Land Management and the Agricultural Transition* have been welcomed by Roger Kerr, chief executive of Organic Farmers & Growers (OF&G), who says Defra's 'organic oversights risk backfiring'.

The report highlights Defra's 'lack of vision in the implementation of its flagship policy', according to the certifier.

**A regressive approach**  
Having repeatedly petitioned for clear recognition in the transitional policy framework of organic's value to the agricultural sector, OF&G supports the EFRA Select Committee's 'deeply critical' summary which warns of the very real prospect of farmers going out of business due to what it calls 'poorly managed, haphazard changes'. Kerr says this most recent paper 'echoes' many ongoing concerns held by OF&G over Defra's 'regressive approach' and the 'lack of measurable objectives to assess ELM's success' – despite the multi-billion-pound project having already commenced.

"In light of the huge upheaval across the agricultural sector, our concerns are threefold," says Kerr. "Firstly, it's shocking that the report indicates that some farmers may choose to pursue intensive farming as a



more financially viable alternative to entering into ELM. Obviously, this would be a disaster as it is completely contrary to Defra's declared intentions of delivering 'public goods' with improved biodiversity, water quality, better soil management and carbon sequestration.

"We know that a poor uptake of ELM will have significant consequences for the environment. It is essential that Defra assess how this is likely to pan out through the publication of a thorough impact assessment, rather than crossing its fingers and hoping for the best. Organic farmers and growers are rigorously inspected and assessed on an annual basis, ensuring compliance to organic production methods and the simultaneous delivery of public goods that Defra says it is seeking to achieve."

### Blatant disregard

OF&G points to a 'blatant disregard' for the way in which the phasing out of direct payments has been handled, in turn affecting farmers' livelihoods.

"Government seems determined to railroad its way through the roll out of ELM. There has been much talk of Defra's commitment to co-design but when it comes to explicitly integrating organic within policy our calls have fallen on deaf ears. We want our farmers to thrive while also contributing to the environmental aims that are essential to the longevity and health of the sector and the planet.

"The serious points raised by this new report lead us to question, again, why Defra is not supporting organic farming with its verifiable, proven, quantifiable comprehensive environmental delivery?"

"Organic is not the only production method that should be supported, but given the value it delivers on so many economic and environmental levels, Defra's myopic approach evidenced by the absence of any recognition of organic within ELM is quite frankly ludicrous.

"If ELM seeks to deliver better outcomes for farmers and the environment, it seems to me that support for organic production is one very simple, straightforward and cost-effective means of ensuring delivery of this," concludes Kerr.

## Arla goes for 50% growth in organic dairy by 2026



Image: Arla

OVER the next five years Arla Foods, the UK's largest dairy company, is targeting 50% growth across its organic dairy business, from retail to foodservice.

The growth would see Arla's annual organic milk output rise from 180 to 270 million litres.

The news comes as the organic food sector celebrates its position as one of the strongest grocery categories from the past 12 months, with sales up by 9.4% compared to 5.6% for non-organic equivalents.

Arla's new Organic 2.0 standards, applicable to organic farmers from January, set out specific criteria and 'add even more value to the organic dairy products', says the brand, which is 'taking a clear stance' in four key areas: soil health, climate impact, animal welfare and biodiversity.

Under the new terms, Arla's organic farmers will be required to convert to 100% green electricity from renewable sources, and by 2028 must achieve a 30% reduction in CO2 emissions per kilo of milk.

Liz Bowles, associate director of farming and land at Soil Association Exchange, reacts: "We are very excited that Arla are taking these ini-

tiatives to further support and improve organic dairy in the UK as they target the growth of the category. The organic market continues to grow and outperform non-organic as shoppers increasingly make choices that are both good for them and for the planet, and retailers increasingly build and support organic as an answer to the climate crisis. Organic dairy is the largest category across organic and an important first step for shoppers.

"Following the principles of organic production, these standards take organic dairy beyond the requirements of the Soil Association Organic Standards by asking farmers to look at areas including energy usage and carbon reduction, something that many organic farmers already do. Organic farmers are leading the way in many of these practices, and it is great to see Arla recognizing and supporting this.

"As founding members of Soil Association Exchange it is great to see Arla driving forward environmental standards. The Exchange is a new service to help all UK farmers to measure and improve the ecological health of their farm and get financially rewarded in the process."





# Craig Sams

Craig Sams is a pioneer in the UK organic and wholefood sector

## Faking it with science

**Craig Sams asks: scientists don't trust each other, so who can we trust?**

Wilhelm Reich was a psychiatrist who had been deputy director at Freud's Vienna clinic. He believed that people would not just suffer mental abuse but that they would lock it into their bodies as 'armour.' In other words, if a child was beaten, they would develop hunched shoulders which would become a permanent part of their appearance. So physiotherapy to break down the 'armour' was part of his treatment. Reich did what we now call deep tissue massage. Freud insisted that you must never touch the psychiatric patient and they parted ways. Today, physiotherapy is a major tool in the treatment of depression and mental illness. Reich died in prison in 1957, shortly after six tonnes of his books were burned by court order, after action by the Food and Drug Administration (FDA). These included *The Mass Psychology of Fascism*, which he wrote in 1933, presaging the rise of the Nazi movement.

During WW2 George Ohsawa, author of *Zen Macrobiotics*, was imprisoned in Japan for his anti-war sentiments.

In 1966 he saw the macrobiotic bookstore in New York raided by the FDA and the sale of his books banned. They were eventually taken away by the FDA and burned. The American Medical Association enthusiastically endorsed this suppression of a philosophy of a dietary approach to health. They were particularly offended by the suggestion that a healthy lifestyle might reduce your chances of getting cancer. Researchers were busy looking for the germs that caused cancer, backed with huge investment by pharmaceutical companies. Ohsawa died a few months after his books were burned. Today a dietary approach to cancer prevention is widely agreed.

Apart from the FDA as their book-burner, what did Reich and Ohsawa have in common? They both relied on practical outcomes to deliver their philosophy. They saw their work deliver; Reich's patients and Ohsawa's followers recovered their mental and physical health and went on to live healthy lives, free of dependence on therapists, medications or surgery. If they had invested in faked research and had their papers published in journals such as *The Lancet* or *Nature* perhaps they would not have been persecuted.

Science also gave us 60 years of leaded petrol and hydrogenated fat. Millions died prematurely. In a powerful new book by Stuart Ritchie, *Science Fictions: Exposing Fraud, Bias, Negligence and Hype in Science*, the way that science has been corrupted and abused to achieve financial gain is fully explained.

Sometimes it's outright dishonesty. The famously bogus claim that MSG was toxic is a classic example. The 'Dr Kwok' who had the claim published in the prestigious *New England Journal of Medicine (NEJM)* was actually Dr Howard Steel, a young orthopaedic surgeon who had bet a friend that he could get a letter published in the *NEJM*. He confessed 50 years after the

event. It was too late – MSG is still demonized. The only research that showed ill effects was when large amounts of MSG were injected intravenously into subjects (not something that happens in Chinese restaurants).

Being published in a scientific journal is the holy grail for people in academic positions. It is easy to make up

data and even the peer review process can be cheated as the conclusions will stand up to analysis if the data is fake. Between one third and one half of scientists admit to excluding data that doesn't support their sought-after results or continuing to collect data until they get something statistically significant. They call it 'HARKing' (Hypothesizing After Results are Known).

The world of science has been trying to do something about this. Huge amounts of money and effort are wasted in activity based on phoney results.

When you consider the toing and froing of the COVID debate you can't help but despair. Was it a germ warfare project that escaped from the lab? Was it just innocent 'gain of function' research to see if we could find an antidote if it was ever unleashed? Is vaccination a way to stop transmission or is natural immunity better? Scientists don't trust each other, so who can we trust?

What is clear is that exhortations to 'follow the science' are exhortations to buy into a discipline that is riddled with dishonesty, fraud and manipulation of data. *Caveat emptor*: let the buyer beware.

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*

**“Between one third and one half of scientists admit to excluding data that doesn't support their sought-after results”**

## Organic Research Centre hits 40 year milestone

**THE ORGANIC** Research Centre (ORC) has celebrated its 40th year of delivering 'pioneering research that has helped transform the organic sector in the UK and beyond'.

Over the past 40 years the ORC has worked in collaboration with some of the world's most respected scientists, covering issues spanning agroforestry, public goods assessment, wheat populations and genetics, while helping farmers access value-added markets as they make the conversion to organic.

Lucy MacLennan, ORC chief executive, comments on the milestone: "This year is a pivotal one for British agriculture, as we adapt to life post-Brexit and an agricultural policy framework focused on delivering environmental benefits. Low input and regenerative agriculture

have become buzzwords in recent times, but our work doesn't just seek solutions for low input agriculture, we wish to push the boundaries by exploring no input agricultural practices to deliver truly sustainable food production for the whole agricultural community.

"We'll do this by leading change in nature-positive farming, bringing new thinking to the mainstream, empowering people to embrace different agricultural approaches and by demonstrating the economic as well as environmental benefits available. By working together with our partners, industry stakeholders and the farming community, we'll deliver the transition to naturally healthy and resilient farming systems that is needed for British agriculture to flourish in the coming years."

## Five takeaways from the Organic Trade Conference

SOIL Association Certification's keynote event, the Organic Trade Conference: Organic on the Road to 2030, took place at the end of October with over 300 people in attendance both physically and virtually.

Delegates heard from a line-up of industry-leading speakers who shared consumer insights, revealed brand new market data and spoke of 'real-time business successes in adapting to a changing climate'.

Event highlights included Henry Dimbleby, author of the *National Food Strategy*, speaking on organic's role in 'lowering the human impact on our planet' by 2030. The

strategy calls for funding for farmer-led innovation for agroecological methods which have, so far, 'been starved of investment'.

The conference heard that organic's 'positive story' continues, with growth sitting at +6.5% (in the 52 weeks to 23 September) – 'well ahead' of non-organic. This growth was reflected in increased online sales of organic by 33% (*Nielsen*).

The final key takeaway centred around the importance of consumer education in order for shoppers to make the 'critical' link between sustainability, the climate crisis, health and animal welfare.

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## Lee Holdstock

Lee Holdstock is senior business and trade development manager, Soil Association

### A deeper understanding

As we approach the midwinter equinox and more hours of dark than light, balmy summer days outside now seem like a distant memory. For organic farmers, getting onto the land continues to be a daily activity during these shorter days. I, however, won't be venturing out (not in a professional capacity anyway) until May now, when not only will the days be longer again but there will be much more to show people.

While we did manage to squeeze in one of our highly regarded on-farm Organic Learning Days in September, it was incredibly sad to have to postpone so many through 2020 and 2021. With COVID restrictions – hopefully – behind us, I'm super excited about restarting these sessions in May.

After having hosted over ten years of summer Learning Days, my enthusiasm for these all-day immersion sessions has never faltered. It's not just the immense enjoyment of working with highly engaged groups and hearing from experts and guests with insights of their own that motivates me, but also my ongoing belief in their wider importance.

While these days are by no means the only learning opportunity on offer (short videos, condensed online sessions and trade events are all on the menu), they are arguably the most experiential. Getting as many people as we can out onto a farm and seeing theory put into practice really helps deepen the appreciation and understanding of organic across our industry.

As we collectively strive to bring consumers, citizens and policy-makers onboard in an effort to grow the organic sector further, the value of this expanded appreciation can't be understated. The more of us out there that understand the bigger picture, the benefits, and can distinguish myth from reality, the easier it will be to realize our full potential to deliver the public good we know organic farming can deliver, from farm right to fork.

Our on-farm days are frequently attended by those who've been in the sector for some time. Some will have only had limited exposure to organic, others decide to attend to simply refresh their understanding – although we know the farm walk and delicious lunch helps make the decision a bit easier!

Gaining a good understanding of organic food and farming isn't just about helping businesses communicate the

proposition to consumers. While that is incredibly important, helping employees understand how organic links to their organizational purpose is becoming increasingly important. Many people we receive at these sessions are new to their respective businesses and are forming initial impressions around their role, the teams and the wider company they have joined.

As my own HR team advised me when thinking about staff inductions: don't take things for granted. 'Find ways of explaining what the company does from team videos, presentations and time with the CEO' they advise, as these are good ways to bring to life the work of the organization. Communicating business values and purpose in a clear, engaging way is key at this crucial time to ensure new starters understand why their employer does what it does. Where organic is part of this purpose, helping new starters understand what organic means can pay lasting dividends.

Okay, it's a reality that not every business will see the value in sending every staff member on a full day of organic training. However, businesses may still see the value in communicating the fundamentals. With this in mind, we started thinking about more ways to get this important information to our clients' teams. Not only have we created a two-hour online offer for those who can't travel to us, but for those with even less time to spare we worked with a passionate organic farmer, Rod Hall of Bickham Farm in Devon, to create a short organic explainer video covering the key organic food and farming 'need to knows'. Making this with Rod, and hearing about his little yellow dock-eating bugs, yet again reminded me why organic is very relevant to the current nature, climate and health challenges we face, so I hope it will be aired at many an induction. For those with more time to spare, I very much hope you'll join me and the team down on the farm.

For more about Soil Association Certification learning resources visit [www.soilassociation.org/certification/events](http://www.soilassociation.org/certification/events)

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# Plant-based profusion

With celebs investing in vegan brands, certified launches rising, availability improving, and the eco benefits being brought sharply into focus, the plant-based sector has never looked healthier, says **Jane Wolfe**

**T**he Vegan Society predicts that 13 million British adults will be following a meat-free diet by the end of this year. According to its research, one in four Brits cut back on consuming animal products during COVID, with 35% being mainly motivated by health concerns, 30% by the environment, and 21% citing animal rights issues.

Euromonitor's Tom Rees confirms that health concerns and COVID are major drivers in the avoidance of animal products, adding: "While the number of vegan or vegetarian consumers is small globally, the number of people who are trying to limit their animal product consumption is much more significant – for meat this has now reached 23% (approaching one in four) globally. It is these flexitarian consumers who have been driving the shift from animal towards plant."

#### Vegan goes mainstream

Vegan options have certainly become a mainstream conversation, with Nestlé unveiling KitKat V and trialling plant-based shrimp alterna-

tive Vrimp, Mexicana Vegan becoming the first vegan cheese to appear in Tesco's Grab and Go Delis, the McPlant burger being served up by McDonald's, and Birds Eye creating Fishless Fingers.

Not only are household names dipping their toes into the plant-based pool, but celeb interest has been piqued too. Jay Z has invested in Misha's Kind Foods, Impossible Foods and Oatly; Heura received backing from Roma footballer, Chris Smalling; Woody Harrelson and Owen Wilson invested in Abbot's Butcher; and Leonardo DiCaprio's investments include Beyond Meat.

To reflect this developing sector, online supermarket The Vegan Kind (TVK) has undergone a rebrand to appeal to a wider audience. "The way I look at it, everyone is at least a little bit vegan," says founder Scott McCulloch. "We all know fruit and vegetables are good for us, right? Whether people say they are 'plant-based' or 'flexitarian' or 'reducitarian' – almost everyone right now is considering their dietary intake and what they can do

to reduce their carbon footprint. The rebrand focused on delivering our messaging such as 'plant-based for the planet' and 'sustainable shopping made simple', with bright, fun colours to give us a broader appeal."

McCulloch believes having the term 'vegan' on packaging not only helps consumers identify products quickly but can be 'an added comfort blanket', especially if the product has been certified. In fact, The Vegan Society says that 97% of vegans and vegetarians look for independent vegan verification on food and drink products, and in April the Vegan Trademark officially registered its 50,000th product, with 15,206 products registered in 2020 alone.

But uncertified products can be harder to identify. "Often it's not easy to determine whether the products are 100% vegan, and that is the gap that The Vegan Kind fills," says McCulloch. "We have done all that work for our customers, and whether the product is certified as 'vegan' or not, our customers are sure all products are 100% vegan."

#### The name game

Labels may matter on-pack, but how important are they when it comes to defining who's buying these products?

McCulloch sees his customers as being at different stages on the same path. "Almost everyone who is vegan now was once a meat-eater or at least vegetarian. So, someone who is investigating plant-based foods currently may well be vegan next year. At TVK, we're non-judgemental. We are inclusive to all who feel that vegan/plant-based is a positive choice," he explains.

"Some people who define themselves as 'vegan' seem to take exception to the term plant-based so you may want to consider the definition you use in your business," explains Louise Palmer-Mas-terton, founder of plant-based restaurant Stem & Glory. "It's true that the plant-based term was coined to make plant-based appealing for health reasons without getting into the ethical debate, but does that really mean that vegans are more ethical than those defining as plant-based?"

"This is something that comes up often, most recently

because our new tagline is 'gloriously plant-based'. I get asked frequently if that means I've abandoned veganism. For me the two things mean the same ... we are all about wholefood plant-based ingredients, ethically sourced, low carbon, circular, compassionate and cruelty-free. So, is that vegan or plant-based? And what is the difference anyway?"

The term vegan wasn't clearly defined until the 1980s, says Palmer-Masterton, to encompass a way of living seeking to exclude all forms of animal exploitation. Around this time the term 'plant-based' was also coined, describing a wholefood plant-based diet with health benefits.

"In other words, veganism is about the abstention from animal products, not necessarily with reference to healthy foods, whereas wholefood plant-based is very much focused around the health benefits of following the diet," says Palmer-Masterton. "So, it looks like vegans in this case do have the ethical high ground, but from that perspective, it looks like I, and Stem & Glory, are neither vegan or wholefood plant-based, but rather vegan *and* wholefood plant-based. I would suggest the term plant-based has contributed significantly to the

rise in popularity of veganism, and that they share responsibility for the rise of interest in the vegan movement with regard to animal welfare and health ... I do think we will see

**“Since we know the data proves a vegan diet to be effective in fighting climate change, it’s our responsibility to act”**

wholefood plant-based and veganism converging.”

In a bid to highlight the fact that it's never been easier to incorporate plant-based options into daily life, in November LoveRaw called for World Vegan Month to be 'cancelled', encouraging Brits instead to become 'unvegan vegans'. "We're not cancelling being vegan," explains founder Rimi Thapar. "We just think there are so many great brands serving you delicious plant-based options ... We say why be perfect just for one month when being imperfect all year round is better? We call this being an unvegan vegan. Being an unvegan vegan 24/7, 365 has a huge impact and it's not a big 'all-in-one-go' approach which can be daunting."

**Elephant in the room**

With increasing evidence of the environmental benefits of a plant-based diet, Heura addressed what it called 'the elephant in the room' at COP26 by projection-mapping a 140ft foot elephant onto the Scottish Power Building in Glasgow to bring to life the stats and facts – ie 'Plant-based diet = reduced food carbon footprint of 73%' – it says world leaders refused to discuss at the event, which itself served up a noticeably meat- and dairy-heavy menu.

"Since we know the data proves a vegan diet to be effective in fighting climate change, it's our responsibility to act," says co-founder Marc Coloma. "World leaders need to prioritize protecting the planet ... and start having real debates ... about the best ways to transition the population to a more plant-based diet."

COP26 also saw publicity for Veganuary 2022 kick off, with adverts across Glasgow which declared 'Houston, We

Have a Solution', and urged 'cut your carbon emission with every meal'. This message was backed by scientists and environmentalists including Chris Packham, Greenpeace UK and Professor Peter Smith of ClimateXChange.

The main campaign launches on 8 December with a message from Packham encouraging people to help fight climate change by signing up for Veganuary. All participants this year will receive a new Low Carbon Meal Plan which shows how much carbon can be saved with simple swaps.

"Climate change is on everyone's mind. We all want to do our bit to help and we know that changing our diets is crucial" explains Veganuary's Toni Vernelli. "But changing our habits can be a little daunting – that's where Veganuary comes in! Our focus this campaign is to give people as much help and support as possible, all in our trademark fun, friendly and non-judgemental way. We know this approach works as 82% of our 2021 participants

were still eating more than 50% less meat and other animal products six months after completing their Veganuary pledge. Collectively this is having a huge impact in the fight against climate change."

The charity has updated its Business Support Toolkit and is encouraging retailers to get in touch for bespoke support and send their Veganuary news for its social channels.

October saw a new voice for the sector with the launch of Plant-based Food Alliance UK, founded by Alpro, Oatly, ProVeg UK, Upfield and The Vegan Society. Aiming to develop a UK Plant-based Food Charter to outline how businesses and Government can unite to support the uptake in plant-based diets, its goals include: transparent environmental labelling; public health campaigns; and support for farmers to transition.

"We need to see plans put in place for making our food choices more sustainable, and plant-based foods are the most impactful way of achieving this," says alliance CEO Marisa Heath.

**PLANT-BASED POWERHOUSE**

The healthy presence of plant-based products across Natural & Organic Products Europe has inspired a dedicated area – Vegan World – to provide 'a plant-based powerhouse of innovation'. "The variety of plant-based products continues to innovate for a wide range of appetites – from flexitarians to eco-conscious consumers – which is why we have an extensive choice of vegan products on display, from certified drinks and frozen foods to meat alternatives and plant-based snacks," says event director Carol Dunning.

Vegan World (ExCeL London, 3-4 April 2022)



will see over 300 exhibitors, including Kinner-ton Confectionery, Follow Your Heart UK, Ghee Easy B.V, Miller Treats/Caroboo, Miyoko's Creamery, Unrefined

Bakery, Tiba Tempeh, Bake City, Superfood World, Brand Hatchers, Bucha Brew, Grounded, Katie's Food Co, Foods for Tomorrow/ Heura, Kanematsu GmbH, Mediterranean Bio, Budha Brew, B Ahlers & Sohn, The Nutty Group, Bravura, Untouched Foods, Better Nature, One Planet Pizza, Fortissimo Chocolates, The Vurger company, The Nutty Group and Sauceman.

**Hot Stocks**

**Faux fish**

Moving Mountains plant-based Fish Fillets offer a succulent, flaky texture like real fish and are coated in golden, crunchy panko. Free of microplastics and mercury, they provide 10g of protein and 4.5g of fibre per 100g. 'Just add chips and mushy peas for that seaside experience at home'.

**Freeze, it's vegan pizza**

Verdino Green Foods UK's plant-based frozen products include burgers, sausages, veggie balls, mince, čevapčići and 'the first truly meaty plant-based pizza'. With dough kneaded with extra virgin olive oil and baked in a stone kiln, the pizza comes in Pepperoni, Deliciosa, Bacon, Mexicana and PlanTuna.

**Pie and a pint**

Winner of Best Pie/Pastry at the World Plant Based Taste Awards, Clive's Beefy

Ale Puff Pie has a rough puff pastry top, shortcrust base and is packed with seitan, sweet potato, parsnips, swede and carrots. A dash of Stroud Brewery's vegan Budding Organic Pale Ale 'partners perfectly' with the earthy root vegetables.

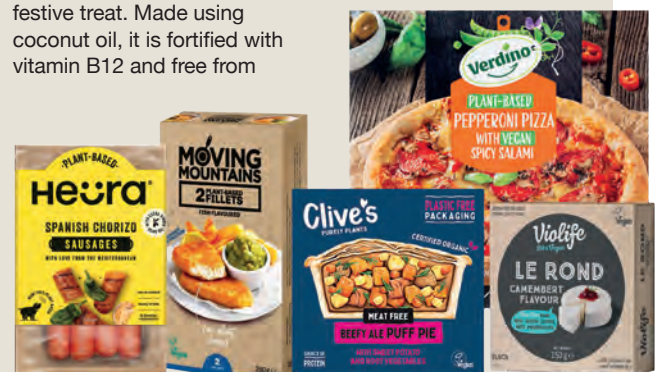
**A round of dairy-free**

Violife's new Le Rond Camembert Flavour can be baked in the oven, microwaved, wrapped in puff pastry or deep fried for an indulgent festive treat. Made using coconut oil, it is fortified with vitamin B12 and free from

soya, gluten, lactose, nuts and preservatives.

**Spanish influence**

For a meat-free taste of Spain, Heura's plant-based Chorizo boasts 60% less fat than meat and competitors, and 80% less saturated fats than animal meat. The soya-based product is gluten-free, high in vitamin B12, protein and fibre. Heura says its Chorizo also has 30% less ingredients than the competitor average.





## Alara Full Catalogue

**Alara Wholefoods Ltd**  
 Tel: 020 7255 9978  
 E-mail: [info@alara.co.uk](mailto:info@alara.co.uk)  
[www.alara.co.uk](http://www.alara.co.uk)

Last year Alara decided to become a vegan brand and since then all their muesli and granola recipes are suitable for a plant-based diet. None of their recipes contain any animal-derived ingredients like honey or milk powder which are present in many products in the market. Alara wanted everyone to enjoy a nutritious bowl of cereals regardless their diet and by turning into a vegan-friendly brand they made sure everybody could benefit from their organic range of cereals. Offering organic and sustainable healthy cereals suitable for all has always been our main goal.



## New Award-Winning Truffles

**Booja-Booja**  
 Tel: 01508 558888  
 E-mail: [welcome@boojabooja.com](mailto:welcome@boojabooja.com)  
[www.boojabooja.com](http://www.boojabooja.com)

Double Winners at the Natural & Organic Awards Europe 2021, the new chocolate truffle range from Booja-Booja looks set to be as popular as the company's much-loved bestsellers. The Signature Collection, winner of Best New Vegan Product, is a stylish selection box containing all four new flavours including Chocolate Salted Caramel, winner of Best New Organic Food Product. Complementing the company's existing Eight Truffle Packs the new range features single flavour boxes of Chocolate Salted Caramel, Chocolate Orange, Deeply Chocolate and Honeycomb Caramel (£4.99 RRP) with The Signature Collection (£9.99 RRP) echoing the format of the popular Booja-Booja Award-Winning Selection.



## Cheesy Pasta Pot

**Suma Wholefoods**  
 Tel: 01422 313848  
 E-mail: [sales@suma.coop](mailto:sales@suma.coop)  
[www.suma.coop/wholesale](http://www.suma.coop/wholesale)

This totally vegan pasta dish is an indulgent twist on mac n cheese. Made with coconut for a creamy flavour and packed with sweet red peppers, crunchy green beans and potato to create the perfect hearty dish. A meat free meal that's ready in a moment.

It's just one of Suma's Vegan Convenience range. Why not also try our Vegan Meatballs, Vegan Meatball Chilli, Baked Beans and Vegan Sausages or our Baked Beans and Vegan Burgers? Suma's Vegan Convenience range; here to make Veganuary easy and tasty for vegans and flexitarians alike.



## Clearspring Organic Japanese Chickpea Miso

Tel: 020 8749 1781  
 E-mail: [sales@clearspring.co.uk](mailto:sales@clearspring.co.uk)  
[www.clearspring.co.uk](http://www.clearspring.co.uk)

Clearspring has added an innovative new product, with a unique twist, to its authentic Japanese miso range: Organic Unpasteurised Japanese Chickpea Miso. It is made from whole organic chickpeas, mixed with rice and koji culture. The resultant non-soya recipe miso is truly innovative and one of the only such misos available in the UK and Europe. The miso is 100% organic, GMO-free, live, fermented, unpasteurised, vegan-friendly and made using the same traditional Japanese methods as the brand's flagship Organic Brown Rice Miso.

Available in a sustainable 150g glass jar, it delivers a rich flavour which perfectly balances the nutty-sweet flavour of chickpeas with the umami flavour of traditional miso.



## Hlthpunk

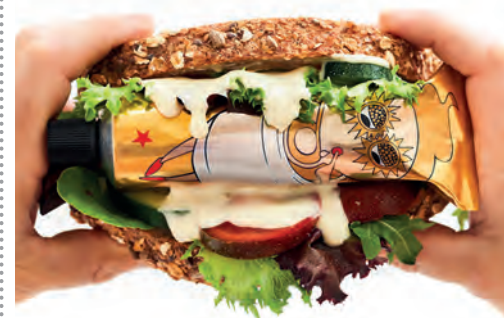
**Hlthpunk Ltd**  
 Tel: 07977 401 276  
 E-mail: [laurence@hlthpunk.com](mailto:laurence@hlthpunk.com)  
[www.hlthpunk.co.uk](http://www.hlthpunk.co.uk)

With condiments that are 100% plant-based and organic, Hlthpunk is here for health and planet-conscious people who have their principles and eat them. Created at the kitchen table, these are condiments to bring deliciousness to the simplest of dishes; from ste'ks to sandwiches, fries to falafels. Hlthpunk punks your plate with a serious dollop of flavour. For our Mother earth we support regenerative farming and give back 2% to Biodynamic initiatives.

"Not only is this the best-tasting vegan mayo I've ever discovered, but it also tops all other non-vegan mayos on my taste scale"

Source: The Kitchn (2021)

Visit us: [Hlthpunk.co.uk](http://Hlthpunk.co.uk) | Follow us: @Hlthpunk | #EatWhatUBelieve



## Free From Fellows Mallows

Bravura Foods Ltd  
 Tel: 020 3086 8676  
 E-mail: [enquiries@bravurafoods.com](mailto:enquiries@bravurafoods.com)  
[www.freefromfellows.com](http://www.freefromfellows.com)



Free From Fellows™ have extended their line up of the nation's favourite sweets by adding three super fluffy vegan marshmallow lines. They are available in Strawberry, Vanilla and Mini Pink & White Vanilla Mallows. Free From Fellows™ Mallows have a free from list which is endless and are suitable for everyone including vegans and vegetarians. Our delicious Strawberry and Vanilla Mallows are perfect for BBQing with friends and family while our Mini Pink & White Vanilla Mallows are ideal for adding to home bakes and hot chocolates. They don't contain any nasties and have also been approved by the Vegan and Vegetarian Societies.

## Vitamin D3 and K2 Spray™

Wholesale Health Ltd  
 Tel: 01606 889 905  
 E-mail: [sales@wholesalehealthltd.co.uk](mailto:sales@wholesalehealthltd.co.uk)  
[www.wholesalehealthltd.co.uk](http://www.wholesalehealthltd.co.uk)

Good Health Naturally's sublingual Vitamin D3 and K2 Spray™ delivers fast absorption of these essential nutrients. Together, they play a crucial role in the uptake and reabsorption of calcium and phosphorous into the bones and teeth. D3 and K2 also work together to protect the blood vessels from calcification. Plus, a daily dose of D3 is essential for supporting our normal immune response. Delivers 200iu D3 per spray (approx. 220 sprays per bottle), allowing flexible dosing and a convenient and practical solution for the whole family's daily intake. Spray directly under the tongue or onto food. Suitable for vegans.



## Vitaina: much more than a healthy snack!

Vitaina Italia S.r.l.  
 Tel: +39 (0)6 866 58 910  
 E-mail: [info@vitaina.bio](mailto:info@vitaina.bio)  
[www.vitaina.bio](http://www.vitaina.bio)



Finally, a healthy snack is also tasty! Vitaina's dehydrated yellow kiwi (like all of our dehydrated products) has the shortest ingredient list: only fresh fruits and vegetables from organic farming; no additives, no preservatives! We select and process by hand, and thanks to our patented Soft-DRY® method, we are able to remove water below 40 °C, maintaining unaltered all the organoleptic and nutritional properties of our fresh fruits and vegetables. Finally, our single-portion compostable packs offer you a convenient snack to take with you and taste at any time of the day.



## Vegan Essentials from Tree of Life

Tree of Life UK Ltd  
 Tel: 01782 567100  
 E-mail: [info@treeoflife.co.uk](mailto:info@treeoflife.co.uk)  
[www.treeoflife.co.uk](http://www.treeoflife.co.uk)

Offering great taste and value, Tree of Life products are plant-based with many specially developed for a vegan diet. Our Oat Drinks are smooth, creamy and packed with the goodness of wholegrain oats providing a tasty alternative to dairy milk. Our Organic Coconut Syrup is ideal to add a little natural sweetness in place of honey, whilst our Organic Coconut Oil is a healthier, plant-based alternative to butter. And not forgetting our Nutritional Yeast Flakes which provide a rich source of vitamin B12, essential for a vegan diet, and are a great choice sprinkled on soups, casseroles, sauces or salads.



## Bonsan Organic Breakfast Scramble

Bonsan  
 Tel: 020 8547 2775  
 E-mail: [info@bonsan.co.uk](mailto:info@bonsan.co.uk)  
[www.bonsan.co.uk](http://www.bonsan.co.uk)

A versatile vegan egg alternative, Bonsan Breakfast Scramble addresses one of the fastest growing occasions in the plant-based category: breakfast. Made from organic tofu and a flavoursome blend of spices, this versatile egg replacement is naturally high in protein, making it the perfect start to the day for vegans and non-vegans alike. Simply heat and serve for a delicious and sustainable morning meal.





# Do YOU have the natural health experts on your side?

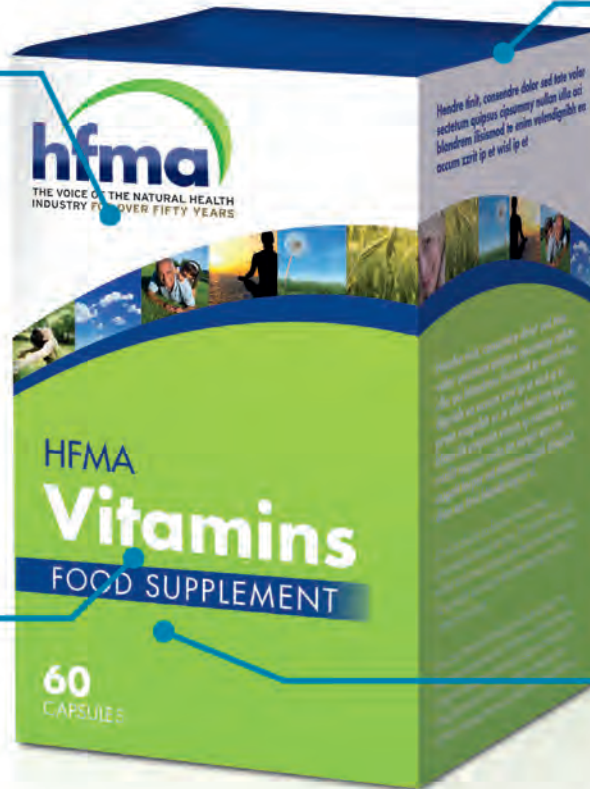
✓ FOOD SUPPLEMENTS ✓ HERBALS ✓ NATURAL COSMETICS ✓ SPECIALIST FOODS  
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Is your packaging assessed by accredited experts for regulatory compliance?

Is your product compliant with the Food Information to Consumers Regulation?

Are your claims permitted under Nutrition and Health Claims Regulation?

Has EFSA given a positive opinion on your nutrient sources?



*"We rate the service as excellent"* - Solgar Vitamins *"Extremely knowledgeable"* - BioCare  
*"Super job in a challenging area"* - Vitabiotics *"An independent perspective"* - Quest Vitamins

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*"...that their activities are organised to ensure...a high level of quality in compliance services which include: advice; checks on labels and advertising; and training.*

*The quality level has been independently reviewed and in our opinion is likely to provide users of those services with a defence of 'having taken all reasonable precautions and exercised all due diligence'..."*

PRIMARY AUTHORITY PARTNERSHIP WITH  
**Buckinghamshire & Surrey**  
trading standards



**For more information please contact:**

CLEARCHECK@hfma.co.uk  
020 8481 7100 hfma.co.uk/CLEARCHECK

The Health Food Manufacturers' Association has been the voice of the UK's Natural Health industry for over 50 years. Visit us at: [www.hfma.co.uk](http://www.hfma.co.uk)

**hfma** **CLEAR CHECK** ✓  
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## Organ(y)c announces Nottingham Wildcats basketball sponsorship

ORGAN(Y)C has entered into a partnership with the Nottingham Wildcats basketball club and its professional Women's British Basketball League (WBBL) academy programme.

In addition to being promoted within the Nottingham Wildcats Arena and on the club's kit, the natural and organic feminine hygiene brand will provide one year's free supply of its pads and tampons to the student athletes on its academy programme.

The initiative also aims to educate around the menstrual cycle, natural feminine hygiene and period poverty, after the Nottingham Wildcats noticed that young girls on its programme saw periods as a neg-

ative and wanted to encourage more open and positive dialogue about menstruation.

"We are really happy to be working with Organ(y)c at the Nottingham Academy Wildcats," says club director Siobhán Prior. "My goal is that we have a programme where the menstrual cycle isn't seen as a negative, a problem to

work around or as a thing we can't talk about. I'd love for our male staff and players to feel comfortable learning and discussing about periods and how they affect the female mind and body."

Adds Graeme Hume, MD of Organ(y)c distributor Pravera: "With the increased conversation about sustainability, period poverty and female empowerment, we think now is the perfect time to partner with the Nottingham Wildcats WBBL and their Academy Programme. We want to dissolve any remaining stigma surrounding periods and encourage further discussion on sustainable and natural feminine hygiene options."



## Herb UK announces acquisition of Bio-Health Ltd

IN WHAT is described as a 'family affair', Herb UK has finalized the purchase of natural supplements company Bio-Health Ltd.

Herb UK MD Raoul Perfitt says his team is excited to welcome a 'new sibling' for its Tints of Nature and Organic Colour Systems brands, adding the company's export, marketing and distribution expertise will support Bio-Health's future growth. "The security of a larger group and its expertise means Herb's newcomers can focus on what they

do best; manufacturing and bottling high quality herbal medicines and supplements," he says.

"Bringing another pioneering natural health brand into the fold is both exciting and awash with opportunity," Perfitt explains. "Bio-Health has been the vanguard of medicinal herbal products and supplements since its establishment ... This purchase means Herb UK can now offer health to the hair and health to the body. It's the ultimate holistic group."

The Bio-Health team will be led by Perfitt's brother, Jason, who has been the VMS company's MD for the past two years. The previous owner, Victor Perfitt, the brothers' father, has now officially retired. "After dedicating 50 years of his life to herbal medicine in the UK and Europe, Dad's finally made the decision to slow down," Jason says, adding that he will continue as a consultant for the next few years to ensure his 'wisdom and expertise' are passed to the next generation.

## World Record-holder Paula Radcliffe endorses Indy Health Week



VIRIDIAN Nutrition's Indy Health Week took place in October and received the backing of three-time London Marathon winner and lifelong advocate of health food stores, Paula Radcliffe MBE.

Ahead of the week-long campaign, which is designed to celebrate the UK's independent health stores, Radcliffe visited Sheaf Street Health Store in Daventry and spoke about her involvement in the campaign with Viridian founder and MD Cheryl Thallon.

"I'm absolutely thrilled to be involved in Indy Health Week and supporting local independent health stores," Radcliffe said. "Over the past 18 months, I think people have become more invested than ever in supporting

their health through the right diet and supplementation, quality sleep and by making positive lifestyle choices – all things which are championed by independent health stores. It was through advice from local health stores that I learned the vital components of a healthy diet to support my lifestyle, especially in the areas of sport, studying and recovery."

Commenting on the campaign, Thallon added: "Health food stores are at the heart of everything we do at Viridian; I trust that Indy Health Week will encourage more people to enjoy the services and support they offer. After all, if we love the NHS, we must start by loving ourselves and doing our best to stay healthy."



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## Kallø stirs up stocks category with squeezable paste

KALLØ's new gluten- and lactose- free Organic Stock Pastes have been designed as an 'innovative, game-changing' new way to add natural flavour to meals.

The pastes are available in three varieties – Vegetable & Mixed Herbs, Chicken & Rosemary and Garlic & Mixed Herbs – and are being promoted as the only 'squeeze and stir' stocks available on the market.

Enabling consumers to control how much or how little stock they use, the convenient squeezable tubes are resealable and recyclable, and each contains six servings.

"Kallø Stock Pastes have the potential to really stir up the category as the new 'squeeze' way to add real natural flavour to any dish," comments Bryan Martins, Kallø marketing and category director at Ecotone UK. "There is

nothing like this on the market currently and it is so simple. Now all consumers need to do is just squeeze and stir, which is flexible in terms of how much you need in your dish, convenient, and with our new recyclable aluminium tube, more sustainable."

The launch will be supported with an extensive marketing campaign and shopper activation to show consumers that 'Squeezable Does It.'





## Alpro unveils new £17MN high-speed facility to ramp up UK production

ALPRO has announced a new £17 million high-speed production facility, trigeneration unit and water treatment plant for its Kettering-based factory which will reduce energy consumption, CO2 emissions and water usage.

The move will expand production of Alpro's products destined for UK shoppers and increase capacity to 300 million litres of soya, oat, rice and coconut drinks a year rising to 400 million litres as early as 2022. The investment will divide the number of Alpro trucks coming to

the UK by four, significantly lowering CO2 emissions.

"As a committed B Corp business, our environmental impact matters in everything



that we do, so we are proud to be making this positive progress in further reducing our planetary footprint," says Alpro general manager, Sue Garfitt.

"We've made leaps and bounds across our product portfolio, including reducing our packaging usage and striving for 100% recyclable packaging and 100% plant-based or recycled materials by 2025, so it's vital that our sustainable initiatives are also being reflected in our sustainable manufacturing processes."

## Respectful launches UK's first carbon neutral eggs

RESPECTFUL has introduced the first UK carbon neutral eggs that 'embrace the natural environment rather than placing a strain on it'.

The eggs are laid by white hens reared on Respectful's free-range farms where they graze on open pastures and feed on GM-free crops. The company chose a breed with an inherently low carbon footprint, as they are more productive, live 40% longer and consume less feed than standard brown hens.

Their feed is made from field beans grown on the Respectful farms and

milled on site to reduce food miles. The crops are direct drilled which reduces fuel use and soil compaction and allows for subterranean microbes to thrive.

The farm and the packing centre use renewable energy and Respectful also supports carbon offset



projects focused on forest protection in South America.

"The Respectful egg reflects our passion for sustainable farming and the environment, our love for our hens, and our commitment to decarbonization," explains Lewis Mercieca, Respectful's commercial manager. "We want customers to trust in our food, to trust in our eggs; and know that when they are purchasing a Respectful egg, that we have not only endeavoured to place the lightest footprint possible in delivering them a natural and delicious egg, but that every day we are trying to tread lighter still."

## Cytoplan makes switch to plastic-free

IN A MOVE designed to reduce the plastic pollution produced by the healthcare industry, supplements brand Cytoplan has switched to plastic-free packaging.

Its new biodegradable and compostable pots are made from natural and sustainable sugar cane and replace Cytoplan's previous recyclable plastic pots. Almost all products from the brand's website are now encased in the sustainable packaging.

The change means the company will remove over 15 tonnes of future plastic from consumer circulation each year, equal to one million plastic pots in 2022, and Cytoplan says it has also made a 'significant shift' in how it delivers products to customers by committing to plastic-free shipping.

"Our philosophy at Cytoplan has always centred around working with nature and science to improve health and this is our next step in that journey, where we can take action to help protect the health of our planet too," comments

Cytoplan CEO Amanda Williams. "We have been committed to finding an eco-friendly solution to our recyclable supplement pots which also prioritizes long-term product integrity for some time.

"We now source our raw material from surplus production of sugar cane from farmers in Southeast Asia, which in turn helps to stabilize sugar prices. In this way, food supply is not affected, and we make use of the surplus from sugar cane farming. This provides an ideal, natural and sustainable solution that, importantly, doesn't compromise on product quality or integrity either."



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## ThreeDots welcomes investment by athlete-owned 4CAST media firm

CBD DRINKS brand ThreeDots has announced the sale of a 24% stake in the business to athlete-led media organization 4CAST.

The ThreeDots range of sparkling CBD waters, available in Grapefruit Basil, Peach Rooibos and Blueberry Hibiscus, aim to offer a healthy way to reduce stress and promote performance using functional ingredients including 15mg of CBD, immune-boosting ashwagandha, ginseng for energy and lemon balm for focus.

The 4CAST founders – Stuart Broad, Ben Stokes, Jofra Archer and Mike Turns

– consumed the drinks during lockdown to increase focus during their e-sports gaming sessions and aid relaxation once they'd finished playing.

The athletes will now take on an active role as co-owners, driving the product line forwards to new customers and international markets.

"I'm delighted to have the 4CAST team as partners, in particular Stuart, Ben, Jofra and Mike," says ThreeDots founder Sean McLintock. "They have shared our belief and commitment as a company to promoting healthy alternatives and raising mental health awareness.

Their continued support and expertise will help us promote ThreeDots to a wider audience as well as showcase CBD as a natural lifestyle product for professionals in all walks of life."

Adds Stokes: "All of us here at 4CAST are very excited to be working alongside the team at ThreeDots. The vision they have with the product is certainly something we are very happy to put our company's name alongside. Not only do we understand the positive effect CBD has on us as athletes but also in our day to day lives."



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# SUPPLIER CONNECT

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## Aa

### Amazing Grass



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## AU NATUREL UK

Au Naturel UK supplies more than 180 products from seven brands including Solaray, a range of 97 natural supplements, vitamins, and minerals to help people live a little brighter. It also supplies Heritage Store, Dynamic Health, Living Clay, Life Flo, Theraneem and Naturally Fresh to UK health food stores.

## Bb

### Bragg UK (Omnivita Ltd)

9 Maxted Road,  
Hemel Hempstead, HP2 7DX  
tel: 0208 205 33 88  
enquiries@omnivita.co.uk  
www.omnivita.co.uk



Omnivita is the sole distributor of Bragg in the UK and Europe (Organic Apple Cider Vinegar, Apple Cider Vinegar drinks, Liquid Aminos, herb seasoning and Nutritional Yeast). We also distribute our own Omninatural branded products (Snail Gel, Tart Cherry Juice, Noni Juice, Liquid Chlorophyll), and the Copura brand (Organic Extra Virgin Coconut Oil, Coconut and Aloe vera toothpaste)

### BioCare Ltd

1 Hedera Road, Ravensbank Business Park, Redditch B98 9EY  
Tel: 0121 433 3727  
Email: customerservice@biocare.co.uk  
www.biocare.co.uk

At BioCare, we care. And have done for over 30 years. We care about helping people around the world be the healthiest version of themselves. We do this by creating advanced, effective food supplements without the use of unnecessary additives, made in the UK. And we pride ourselves on giving free expert advice, support and education.



Shaping a healthier society

## Cc

### Clearspring

19a Acton Park Estate  
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Tel: 0208 749 1781  
Email: sales@clearspring.co.uk



Clearspring is a family business and for over 27 years we have been committed to pioneering authentic, plant-based Japanese specialities and organic fine foods. Our core belief is that everyone should have access to quality food to eat well. Our products make a valuable contribution to sustainable agriculture, by supporting organic farmers and artisan food producers.

### Cotswold Health Products Ltd

Units 5-8 Tabernacle Road  
Wotton-under-EdgeGlos,  
GL12 7EF  
tel: 01453 843694  
email: sales@cotswoldingredients.co.uk  
www.cotswoldingredients.co.uk



Cotswold Health Products offers the finest dried ingredients at realistic prices. We have a wide range of Herbs, Spices & Culinary blends (including Organic), Herbal Teas, Botanicals cut and powdered and Superfoods. Our personal service means we can pack to order, do custom blends and much more.

### Coyne Healthcare UK

Mercury House,  
117 Waterloo Road,  
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email: morgan@coynehealthcare.co.uk  
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## Ee

### Eco Life Scandinavia

17 - 18 November 2021  
MalmoMassan, Sweden  
email: mwiking@divcom.co.uk  
www.ecolifescandinavia.com

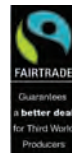


Natural Products Scandinavia will take on a fresh new look for 2021! Eco Life Scandinavia will showcase the very best eco-living, health, nutrition and beauty products the market has to offer. Run alongside the Nordic Organic Food Fair, the combined events will host over 500 suppliers from across the market.

## Ff

### The Fairtrade Foundation

lbex House, 42 -47 Minorities  
London EC3N 1DY  
tel 020 7405 5942  
email mail@fairtrade.org.uk  
www.fairtrade.org.uk



## Gg

### G&G Food Supplies Ltd

Vitality House, 2-3 Imberhorne Way,  
East Grinstead,  
West Sussex RH19 1RL  
tel: 01342 311401 fax: 01342 315938  
email: newenquiries@gandgvitamins.com  
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For more information, view the Wholesale Health Ltd listing.

## Hh

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www.haymax.biz



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### HealthAid Ltd

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www.healthaid.co.uk

HealthAid is one of UK's premier manufacturers, marketing and distributors of nutritionally balanced supplements. Established over 30 years ago. HealthAid current product portfolio consists of over 560 products. The range comprises of Vitamins, Minerals, Herbal supplements, Essential aromatherapy oils and Natural bodycare products. HealthAid products are available nationally in the UK and are distributed globally.



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email: info@thehealthstore.co.uk  
www.thehealthstore.co.uk



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Polegate, BN26 6QH  
tel 01323 872277  
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www.healthplus.co.uk



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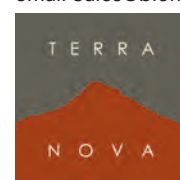
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# Q&A What are you like?

We ask *Natural Products News* readers to tell us a little bit about themselves

## What led you to the natural and organic industry?

Way back in the day I qualified as a sports therapist, personal trainer and nutritionist, and started working in health clubs, only to take a completely different career path and come full circle to realize a dream of a food supplement brand that will one day make a difference.

## If you weren't doing your current job, what would you be doing?

I love the work I do, especially when I feel like I am making a difference, but I would love to be 'more dad' and spend more time with my children.

## What is the worst job you've ever had?

Pot washer whilst travelling; three hours of washing pots – they did invite me back though, which I suppose is a good thing, right?!

## Who is your inspiration in our industry?

There is no one person, but I admire those that stand up for what they believe in, even if we don't always agree, they have my utmost respect.

## What wisdom would you pass on to the younger you?

Take life just a 'little' more seriously and plan ahead a bit. I was so busy enjoying myself and would definitely have benefited from some 'future thinking and grounding' (although, to be fair, I may not have listened).

## What is your motto in life?

Be kind. Be yourself (easier said than done some days).



## What one thing would you change in the natural and organic world?

Eliminate plastic waste – this is one of the largest challenges facing the world today, and one of the hardest to change.

## What would be the one record you'd like on a desert island?

Red Hot Chili Peppers *Californication* or Blink-182 *Enema of the State*. They were the last of my 'tapes' from when I travelled around the world.

## Idea of a perfect meal

A BBQ in a garden with my wife, children, family and friends – when someone else is cooking!

## Favourite book/film

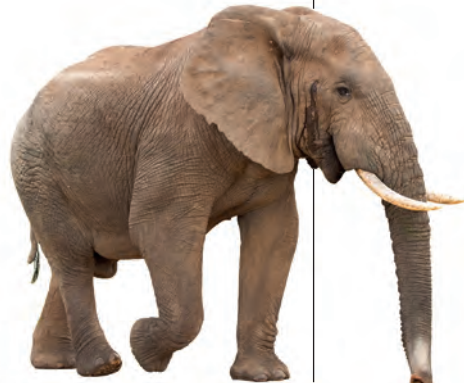
*The Jungle Book* – I love dancing in the kitchen with my boys to the soundtrack too, especially the *Bare Necessities of Life*.

## Favourite karaoke song

*Great Balls of Fire* – it was the tune for our first dance at our wedding, plus it's short enough to not cause too much pain to the public.

## First record

*Stop the Cavalry* by Jona Lewie on 7-inch – you'll hear it every Christmas (I still have it and love my vinyl).



**Relton Herron**

Starting as a sports therapist and fitness instructor, Relton Herron moved into marketing, working with the likes of Gillian McKeith, The Nutri Centre, Sony and NATO. He started health supplements brand AvaCare with business partners Khilan and Rahul in 2015



## What is your most treasured material possession?

My snowboard. I turned my last snowboard into a bench.

## What's your dream travel destination?

Somewhere I haven't been, The Maldives is definitely on the list! Although I have visited over a quarter of the world's nations, which include Uganda for the gorillas, Iran for Persepolis and Japan for the snowboarding. I count myself very lucky.

## What animal best reflects your personality?

Elephant – loyal, committed and smashing!

## What food is your guilty pleasure?

Red velvet cake from Miss Green Fingers in Letchworth.

## It's my round – what are you drinking?

Pint of ale in a handle, please barman.







## Taking it to the top

Fairtrade was also at the conference, reminding politicians to 'be fair with their \$100 billion climate promise', as was The Vegan Society, which got the chance to speak with Ed Milliband, Shadow Secretary of State for Business, Energy and Industrial Strategy.



## Clippings from COP26



The now-famous living wall backdrop at COP26 saw a number of visitors from our sector during the conference, including: B Corp, which 'took a glimpse at boardrooms of the future' via a sub-event hosted by The Body Shop and Boardroom 2030; Clean Kitchen Club, advocating for and

learning about how a plant-based diet can 'mitigate the climate crisis'; and Jayn Sterland, chair of the Sustainable Beauty Coalition and MD of Weleda UK, who promoted the new *Planet Positive Beauty Guide* and added her voice to a wall of 'feminist climate demands'.

## Celebrity sightings

The ITV *This Morning* team paid a visit to Clean Kilo's Digbeth store as part of presenters Josie and Alison's Eco Road Trip to Glasgow for COP.



## Social shout-out



The Natural & Organic Products Europe team have joined Instagram with the new handle @naturalproductseurope, as they prepare to reunite the industry at the show in April. Between now and then you can expect news updates, product previews, speaker insights and exhibitor interviews.

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