

NAHS unveils major brand refresh in exciting period of development

The National Association of Health Stores has announced it is to be renamed Health Stores UK as part of a fresh approach for the future.

The name change comes as **Health Stores UK** formally takes over the **HealthyDoesIt** consumer **health** initiative from the HFMA, with plans to drive it forward.

Health Stores UK is marking the official handover with the launch of a new **HealthyDoesIt** campaign called **Healthy Does Natural Pharmacy**. The campaign will highlight natural health products and health foods that can help with 35 minor ailments and conditions that the NHS has announced it will no longer issue

prescription medicines for (including probiotics, vitamins and minerals).

The NAHS rebrand is backed by a high-visibility print and digital marketing campaign taglined 'Say hello to Health Stores UK'. A striking new Health Stores UK logo completes the brand refresh and features prominently across the campaign.

Health Stores UK Chairman, Len Glenville, says the NAHS rebrand was a key recommendation of a recent survey that looked at ways the organisation can promote independent health food retail most effectively in future years, whilst at the same time growing its

membership and influence with key stakeholders.

He commented: "The NAHS has a proud history spanning nine decades and has played a central role in the growth and development of the health food trade over that time. So, the decision to change the organisation's name hasn't been taken lightly. We believe that our new name – Health Stores UK – encapsulates the ambitious, forward-looking retailer organisation we are and is much more likely to grab the attention of key audiences. Having a shorter, more recognisable name will also help the association communicate with consumer



audiences more effectively. As we move forward with the **HealthyDoesIt** initiative, we see some really exciting opportunities for health food retailers to engage directly with consumers using this powerful new platform."

Deputy Chair, Melanie Beard, added: "We hope that the bold changes we are making will reinvigorate the association, inspire more retailers to join us and create a more powerful voice for independent natural products retailers."

■ Turn to page 36 for a full report on the new direction.

