

Press Release

HFMA statement following the Which? press release, October 2025, ‘Supplements containing as much as 12.5 times the recommended safe upper limit of popular vitamins and minerals sold on online marketplaces, Which? warns.’

Following the press release from Which? magazine and subsequent press coverage, the Health Food Manufacturers’ Association (HFMA) have issued the following statement.

The HFMA recognise the issues raised in the Which? article and agree that that very high vitamin and mineral doses are unnecessary and that these levels should be in line with EVM, NHS or HFMA guidelines and with the use of advisory statements where needed to ensure consumers can make informed choices at time of purchase.

The food supplements industry is already heavily regulated and covered by existing regulations. Additional regulation as suggested in the article would only penalise most of the responsible manufacturers who already comply with the guidelines and label product correctly for UK consumers.

The key issue raised by this article is the enforcement of rogue traders, those who ignore the guidelines, and products which are sold overseas which are not labelled or formulated to UK standards.

Many of the products highlighted by the Which? report and being promoted on-line fall into this category of being overseas products not appropriate for the UK market. The HFMA are in regular discussion with the enforcement authorities to explore proportionate ways to address this issue.

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Notes for editors:

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The HFMA The Health Food Manufacturers’ Association (HFMA) is the voice of the UK’s natural health industry and represents around 120 manufacturers and suppliers of natural health products. The HFMA is available as a resource to journalists when fact checking information or looking for a reliable and accurate source, including supplying experts for opinion or comment. Please get in touch at comms@hfma.co.uk if we are able to offer assistance.

Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit www.hfma.co.uk