

NEW

natural 

pharmacy

magazine



THE NATURAL MARKET

The phenomenal growth in natural bodycare and health remedies

INCREASED PROFITS

Marketing and margin opportunities for pharmacists

SCIENCE & RESEARCH

The facts behind licensed herbal products and supplements

BUSINESS DEVELOPMENT

Resources to expand sales of natural products

THE KNOWLEDGE

VMS and herbal expertise for pharmacists and their assistants

WINNING NEW SALES

How to engage with new customers

SPECIAL PREVIEW ISSUE

The FIRST magazine covering all aspects of VMS, herbal products, natural bodycare and healthy snacks for UK pharmacies – launch issue February 2012



MULTI-STRAIN PROBIOTICS THAT COMPLEMENT THE DOCTOR'S ORDERS

It's quite common to suffer from digestive upset when you're taking antibiotics. Bio-Kult is a good way to replenish the good bacteria that antibiotics have stripped away.

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Welcome



Good companies understand what their customers want; great companies understand why and are better prepared to meet and provide what their customers want next.



Shomik Majumbar, Vice President Consulting, Frost & Sullivan

A NATURAL NICHE FOR PHARMACIES

Two things make this the perfect time to introduce you to Natural Pharmacy Magazine. The first is the steadily increasing public demand for natural and alternative products as the media discards its "quackery" label in the wake of plentiful scientific evidence. The second is the respectability of modern herbals, VMS and natural body and skincare products, produced to the highest manufacturing standards under the discerning eye of national and European watchdogs.

Natural Pharmacy Magazine is the first and only quarterly publication for the independent pharmacy sector. It's brought to you by JHN Productions Ltd, publisher of several of the best and most widely read titles in the natural products industry: consumer title Your Healthy

Living and business magazines Better Retailing UK and Better Retailing Ireland.

Natural Pharmacy Magazine is dedicated to helping independent pharmacies expand their natural health retailing business. Each issue will give pharmacists and pharmacy assistants the knowledge and encouragement to sell more natural health products.

There's a core of very smart natural products suppliers whose products are either licensed or approved for the pharmacy market. Natural Pharmacy Magazine offers them the unique opportunity to extend a knowledgeable and welcoming hand to pharmacy buyers.

We look forward to cementing this introduction with our Spring issue in February 2012 – meanwhile, here's our outline of some of the useful resources you'll find when you have our first issue in your hands!

MEET THE TEAM...



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The former editor of Health Food Business and other magazines in the health, photographic and travel sectors, Alistair has since authored several books and was principal of a PR company.
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With more than 20 years' experience in pharmacy and natural health retailing, Babi holds two degrees and works as a nutritional health training consultant



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News & Market Trends

NOT ALL PUBLICITY IS GOOD NEWS



our efforts to get early warnings of PR 'scuds' that might be heading our way," said HFMA executive director Graham Keen.

The result was fewer "barmy natural products-knocking articles" in 2011 and a wave of positive stories such as:

- Vitamin D deficiency and diabetes risk
 - Zinc supplements for the common cold
 - How bioactive peptides can reduce hypertension
 - Omega 3 and healthy babies
- Natural Pharmacy Magazine will be monitoring the latest research on a wide range of applications for VMS and herbal preparations and providing at-a-glance support for pharmacists and their assistants on natural remedies for various health issues.
- **Information: www.hfma.co.uk**

No such thing as bad publicity? Of course there is.

Concerned about the negative impact of anti-supplements newspaper coverage, the UK's Health Food Manufacturers Association called a series of health briefings for national journalists.

"This coincided with redoubling



VMS - THERE IS A PULSE!

Expectations for the VMS market through pharmacies is something of a curate's egg, according to market analyst Key Note.

The news is 'good in parts' with some sectors of the VMS market enduring the recession better than others. According to Key Note, the market for multivitamins and single vitamins has been growing for a number of years.

The best-selling vitamin products included multivitamins, vitamins B and C. By contrast, sales of fish oils and plant oils have been dwindling over the past few years but would revive with a fresh consumer message about their value.

A consumer survey commissioned by Key Note indicated that nearly a third of the UK population takes some form of VMS product regularly. Among regular users, 72.5% believed that cod liver oil or other fish oils would keep their joints supple, while 60.1% believed taking multivitamins or single vitamins can make up for deficiencies in their diets. A further 41.2% of the regular users thought that glucosamine was beneficial to their joints and muscles.

HERBAL COMPANIES INVESTIGATED

Nine companies are being investigated by the UK Medicines and Healthcare products Regulatory Agency (MHRA) over possible breaches of new herbal laws.

The issue surrounds relabelling herbal products as 'food supplements' following restrictions leveled by the EC's Traditional Herbal Medicinal Products Directive which came into force during 2011.

Herbal companies with product licenses have been putting pressure on the MHRA to enforce the new herbal regulations more robustly.

■ Research by Mori reveals a tendency to believe that herbal medicines are generally safe and that they are more beneficial than harmful. In Mori's discussion groups, herbal medicines users were much more likely than non-users to believe that herbal medicines are regulated, and also more inclined to believe they are safe to take. All groups were in agreement that it is important that herbal medicines are regulated.

SMILE - IT'S 2012!

The UK facial skincare market is set to reach a beautiful £1 billion in 2012, according to research from Mintel.

The market for moisturisers, cleansers and lip care is in dazzling shape. Over the past five years, sales of women's facial skincare products have grown a healthy 26% to an expected £964 million in 2011 and could reach £1.3 billion by 2016.

Just 2% of British women have had cosmetic surgery to improve their appearance, with the majority relying on facial skincare products to assist appearance.

There's also good news from Mintel on the European men's grooming market where sales of skincare products are booming - up 45% from €289 million in 2005 to €420 million in 2010.

"Botanical and herbal are the leading product claims among new launches in the men's grooming market," said Nica Lewis,

Global Skincare Analyst at Mintel. "The trend for botanical and herbal products is being witnessed across most personal care markets, with men increasingly avoiding parabens and phthalates and looking for natural formulations instead."



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Legislation & Licensing



VMS - A MOVING FEAST



There's much ado within the natural products industry over the EC's proposed Maximum Permitted Levels (MPLs).

And it's not Much Ado About Nothing.

The EC is under renewed pressure from some European countries to set much lower dose levels for Vitamins, Minerals and Supplements than those currently permitted in the UK.

The EC is seeking harmonisation of dosages across Europe but many UK suppliers fear popular higher potency supplements will be lost. Pharmacies stocking high dose vitamins for regular customers are among the many businesses threatened by the proposed MPLs.

Sue Croft, director of Consumers For Health Choice (CHC), said: "There is a real danger that the UK market will lose many hundreds of safe and popular higher potency supplements. We are the only consumer voice fighting these proposals – Britain stands alone on this issue."

Successive key Ministers have pledged to work in Europe to avoid the loss of products to the UK Market, but the current Minister for Public Health has not met with the Commissioner since October 2010.

Natural Pharmacy Magazine is committed to keeping pharmacists informed on the issues surrounding national and EU legislation relating to VMS and herbs. Special correspondents Martin Last, Sue Croft and Graham Keen will keep you up to speed.

There is no evidence to suggest that officials of the Food Standards Agency, which negotiates for the UK in Europe, has had much success in persuading other Member States to accept the UK's lighter touch, and the UK government has formed no political allies with other Member States governments.

WHEN PHARMACEUTICAL STANDARDS DON'T APPLY

The EC's Nutrition & Health Claims Regulation requires the pre-authorization of all labelling, marketing and advertising health claims relating to food products. This seems logical and straightforward, but Consumers For Health Choice has spotted a problem.

The Regulation specified different types of claim involving different approaches to submission and approval. Well-accepted claims on the UK market were submitted via the Food Standards Agency (FSA) to the EC.

Health food products such as supplements rely on scientifically substantiated health claims to inform consumers.

The FSA conducted its initial impact assessment on the basis that most claims were expected to be authorised as "generally accepted claims". But according to CHC's director Sue Croft this has proved to

be misleading.

"There now remains an extraordinary threat that was not foreseen in the text of the Regulation," she said. "The European Food Safety Authority (EFSA) is failing to distinguish between different types of claim and is applying an inappropriate pharmaceutical rather than food standard in assessing the scientific evidence submitted for well accepted claims.

"Our concern is that the perverse impact of this Regulation is to deny consumers access to the very information they need about products, the way they should be used, and what reasonable expectations we may have for their effects.

"There is a strong level of unanimity within the scientific community which agrees that the EFSA model is inappropriate. The EFSA has delivered nearly all its opinions, which indicate that around 95% of claims are likely to be prohibited with devastating consequences for the food supplement industry and its millions of consumers."

The EU industry commissioned an Impact Assessment from a renowned EU economist to look into the economic impact of the legislation. The findings showed that the non-vitamins and minerals section of the EU market for food supplements could lose around €242m a year in gross profitability and incur €291m of cost penalties. Consumers would also lose out from reduced choice and higher prices, and therefore be driven to unregulated sources of supply.

SAFETY FIRST CAMPAIGN



The Campaign for Safer Herbal Medicine, backed by the British Herbal Medicines Association (BHMA) and Schwabe, is to be launched early this year.

The campaign aims to put political pressure on the MHRA to more urgently enforce the Traditional Herbal Medicinal Products Directive (THMPD) and to promote a greater awareness of market-authorised herbal medicines among consumers.

"It is only fair that companies who have taken the time, trouble and not-inconsiderable expense to gain Traditional Herbal Registrations (THRs) for their products should realise the benefits from their substantial investments," said Graham Keen, executive director of the UK's Health Food Manufacturers Association.



The Knowledge

Natural Pharmacy Magazine will bring plenty of Food For Thought to pharmacy retailers. Here's a taster of what you can expect in Issue One...

COGNITIVE FUNCTION



Is it all in the mind? Surinder Phull, lecturer in Nutritional Therapy at the University of West London, says it is, or to be more precise, it's in the brain.

Folic Acid – the key to reducing mental decline

Most people recognise the importance of taking folic acid in pregnancy for foetal brain development but evidence suggests that this B vitamin may also be helpful later in life.

Ginkgo – keeping you bright and alert

The ancient Chinese herbal remedy Ginkgo Biloba is has been touted as brain booster for centuries and there is now scientific evidence that this herb can help improve mental acuity.

Omega 3 – mood-enhancing fats

Omega 3 fatty acids – the type of fats mainly found in oily fish like salmon, mackerel and sardines – have a major role to play in brain function and have been shown to help improve mood.

NATURAL PAIN RELIEF



Top herbs for headaches and migraines

Author and nutritionist Marilyn Glenville writes about natural pain relief...

Headaches and migraines are increasingly common as allergies and general tensions in our everyday lives increase.

Feverfew Regular doses may ease or prevent them altogether, especially if they are caused by stress. Feverfew dilates the blood vessels in the head, reversing the constriction that results from tensing the neck and shoulders when under stress. Taking it regularly may help stop tension headaches; but you can also keep it on hand to take at the first warning sign of a migraine, as the tincture can get into the bloodstream fast enough to stave it off.

Chamomile Known to be a good headache helper. It is naturally relaxing and can help with the upset stomach and nausea that migraines can cause. Because it is a mild sedative it can help a person relax during a headache, which often helps

to ease the pain.

Hypericum (St John's Wort) Great for sciatica, shingles, trapped nerves and general nerve pain. The oil or tincture can be applied topically to the affected area and the tincture can be taken internally. Not only does it calm nerve pain quickly, but it can boost your mood at the same time as studies show that St John's Wort is an effective antidepressant.

Harpagophytum (Devil's Claw) An anti-inflammatory that does not harm the stomach lining, used for arthritic and rheumatic pains, being especially effective for rheumatoid arthritis as well as repetitive strain injury.

Ginger Used as a general painkiller in traditional Chinese medicine, ginger contains several chemical constituents which make it useful for pain, including zingibain. Scientific studies have found that ginger is an extremely useful herb to ease pain and reduce swelling.

Arnica Known for its effects on bruising for centuries, recent research has highlighted arnica gel's effectiveness in reducing pain and inflammation in arthritic joints.

More: www.naturalhealthpractice.com

COMING UP...

DIGESTIVE HEALTH

Natural steps that can be taken to resolve a number of digestion issues and restore healthy gut function.

HAYFEVER

Equipping sufferers for the allergy season.

THE MENOPAUSE

Key vitamins, minerals and herbs for pre-, peri- and post menopause, and the research behind them all.

PLUS...

Natural body care, skin clinic, healthy snacks, empowering the immune system. Just a few of the subjects Natural Pharmacy Magazine will be covering in forthcoming issues. Make sure you get The Knowledge!

Look out for our Spring issue...

For some pharmacies, VMS, herbals, natural bodycare and healthy snacks represent a fraction of retail turnover. For others, it's an expanding opportunity to offset the disappointments of recession.

The first issue of Natural Products Magazine will provide a plethora of ideas and training for pharmacy staff as well as new business ideas for managers and buyers:

Market Trends

Where's the demand for natural products? Are people really looking for alternative answers to their health problems? And what about customers who look to their pharmacist for all-round health and wellbeing?

The Knowledge

Our Spring issue will look at Digestive Health, Hayfever, Cognitive Function and Natural Pain Relief. Our expert panel will provide all the information pharmacists and their assistants need to explain the function of various formulas and their effect on body systems, enabling better and more effective sales with repeat benefits. And with future issues, you'll be able to build a library of helpful and informative articles on a whole range of natural remedies.

Legislation and Licensing

Pharmacies have been facing a welter of legislative directives and rule changes. The natural products industry is no exception. We explain the dark arts of EC legislation and offer a helping hand with understanding and meeting the key changes to natural products retailing.

Spotlight...

On an independent pharmacist enjoying the rewards of integrating natural products and services.

Profile...

On a natural products supply business that goes the extra mile to help you sell and succeed.

And resources

Conferences, seminars and exhibitions to help you plan ahead. Helpful contact information to answer all your questions. And Hot Products that will add that extra to your bottom line.

**All in the pharmacy sector's one and only
Natural Pharmacy Magazine**

QUARTERLY. INFORMED. INFORMATIVE. ESSENTIAL.

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