

# EHPM Annual Report



**2021**



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# Who are we?

EHPM was created in 1975 and represents approximately 1600 health-product manufacturers in 14 European countries. Through our member associations we aim to provide consumers with safe, science-based, high-quality products, as well as accurate and helpful information about their nutritional value and use.

EHPM's focus is very much on securing a workable regulatory structure for these companies. EHPM is also a member of SMEUnited (the European Association of Craft, Small, and Medium-Sized Enterprises), the European SME Umbrella organisation. SMEUnited incorporates around 70 member organisations from over 30 countries.

## Our Mission

- Represent the interests of specialist health product manufacturers and distributors in Europe.
- Work towards developing an appropriate regulatory framework throughout the EU for our members' products.
- Promote industry best practices for product quality and safety.

## What we believe in

- Legislation on the levels of food supplement ingredients should be based on safety data obtained from nutrient-appropriate scientific evaluation, to ensure the optimum health of consumers.
- Manufacturers should be able to respond to developments in nutrition science. Innovation must be encouraged to provide consumers with safe food supplements which meet their varied needs.
- Legislation must permit products to be accompanied by appropriate labelling information to educate consumers. Such measures will, in turn, improve the general health of the population and decrease the risk of some major diseases.

In order to have a global overview of the food supplement sector, EHPM is also a member of IADSA, the International Alliance of Dietary/Food Supplements Associations.

EHPM cooperates actively with the European Commission, the European Parliament, national governments, relevant trade associations and consumer groups, leading scientists, and international contacts to reach consensus.

**“Addressing the challenges that the food supplement sector is facing is crucial to allow full operation of the internal market and guarantee consumer choice”**



## EHPM Structure

### BOARD

The EHPM Board is composed of 9 members, who were confirmed at the last EHPM General Assembly on the 25th of February 2021. During this event, Antonino Santoro was appointed as new EHPM President, replacing Michel Horn.



“ In 2021 the world faced exceptional adversity from the COVID-19 pandemic that inflicted immense human suffering, ravaged the global economy and disrupted life everywhere. But adversity reveals character; it forces us to find strength we never knew we had, reveals humanity's collective strength and shows resilience; this also happened in EHPM, as was demonstrated by what we managed to do during the last year with the initiatives indicated in this annual report and by the results obtained.

During my first year as chair of EHPM, due to the pandemic, I was not able to physically meet many of you as I would have liked, even if through the virtual world I tried not to miss the most important appointments that our Director General Livia Menichetti, together with her colleagues of the EHPM Secretariat, brilliantly have been able to organise.

It is my duty now to thank all the colleagues of the Board, the Team and all those who, from the national associations and companies have helped, during the last year with their active contributions to the development of EHPM. Our hope is to have a great 2022 full of achievements and success for our industry!

“Let's keep our ambitions high”

**Antonino Santoro**  
EHPM Chair



**Michel Horn**  
Vice Chair



**Martin Last**  
Vice Chair



**Nicolas Cappelaere**  
Vice Chair



**Magdalini Selanikli**  
Vice Chair



**Bolke Koster**  
Treasurer



**Harald Dittmar**  
Board member



**Jonathan Griffith**  
Board member



**Bartosz Demianiuk**  
Board member

### SECRETARIAT

The EHPM Secretariat is currently a team of three: Director General Livia Menichetti, Policy Officer Cataldo Enrico Rizzo and Executive and Communication Officer Antoine Delers who joined the team in June 2021.



“ In 2021, EHPM continued to affirm its role as the voice of the food supplement sector by coordinating and leading the efforts of the sector to address the multiple regulatory challenges faced.

This was possible thanks to both a larger Secretariat and to the strategic alliances built with representatives of the European Institutions (EC and EP), other relevant European stakeholders and key opinion leaders; but most and foremost thanks to the precious cooperation and high-level skills of our members within the framework of the EHPM Working Groups. Furthermore, we managed to strengthen our cooperation with academia and key opinion leaders who have supported EHPM initiatives with scientific and technical expertise.

I am proud of the constructive dialogue we were able to open with consumers and we have committed to further develop this in 2022.

The value of EHPM's work and attitude is evidenced by this growing network and this positive trend fuels my own and my team's ambitions for 2022.

There are many initiatives in EHPM's pipeline for this year: important publications, concrete proposals, high-level events - tools of the EHPM public affairs strategy to achieve a better and fairer regulatory framework for food supplements in Europe.

**Livia Menichetti**  
EHPM Director General



**Cataldo Enrico Rizzo**  
Policy Officer



**Antoine Delers**  
Executive & Communication Officer



## EHPM's 2021 main achievements in a nutshell

**A** Launching the campaign, *We fight for Natural Health: "Defend the use of Aloe and other plants in food supplements"* that reached over 7.500 signatures in a few weeks

# 1

**B** Publishing two well-reasoned and *workable proposals*:

- An EHPM proposal for a Graded Approach to the Assessment of Botanical Health Claims detailing a concrete solution to the challenges represented by the Health Claims Regulation.
- An EHPM proposal for maximum and minimum levels for vitamins and minerals for food supplements for adults and children sold in Europe.



# 2

We successfully engaged with the EU institutions (European Commission, European Parliament) on a number of crucial dossiers for the food supplement sector

# 3

We organised multiple events hosting representatives of the EU institutions - with regulatory experts and industry representatives as speakers - to discuss and address urgent regulatory developments

# 4

We developed new ties with other European stakeholders with the objective of establishing sectoral and cross-sectoral alliances

# 5

We grew as an Association – welcoming five new affiliate members

## EHPM Campaign: We fight for Natural Health: “Defend the use of Aloe and other plants in food supplements”

2021 started with the EHPM Campaign We fight for Natural Health: “Defend the use of Aloe and other plants in food supplements”. The campaign was launched in the context of the safety assessment of hydroxyanthracene derivatives by the European Institutions, and aimed not only to raise awareness of the evident shortcomings of EFSA's report and the European Commission's procedural flaws, but also to give producers the opportunity to prove the safety of their products by allowing EFSA sufficient time to evaluate the most recent studies.

The campaign was targeted both to the Members of the European Parliament (MEPs), asking them to object the EC regulatory proposal on HADs in the framework of the European Parliament veto power, and to consumers, asking for their support by signing the petition on Change.org.

The campaign was supported by:

- an Op-ed published on EURACTIV and co-signed by the Member of the European Parliament Piernicola Pedicini and EHPM Director General Livia Menichetti

<https://www.euractiv.com/section/health-consumers/opinion/the-commissions-proposed-ban-of-aloe-food-supplements-reveals-concerning-scientific-and-procedural-shortcomings>

- an article signed by DG Menichetti in the Parliament Magazine

<https://www.theparliamentmagazine.eu/news/article/the-european-commissions-proposed-ban-on-aloe-sets-a-dangerous-precedent-for-natural-products>

- a video produced with the valuable help of our members. A special thanks to Aboca's team.

[https://www.youtube.com/watch?v=Lkl\\_KXmPqRo](https://www.youtube.com/watch?v=Lkl_KXmPqRo)



The petition on Change.org was well received by consumers and recorded over 7500 signatures in a short time. What's more, it was even more remarkable that, at the first exchange of views at the ENVI Committee (14 January), nine MEPs took the floor, and seven of these expressed doubts and criticised the EC regulatory proposal, mentioning many of the elements about which EHPM and the “We Fight For Natural Health” campaign raised awareness.

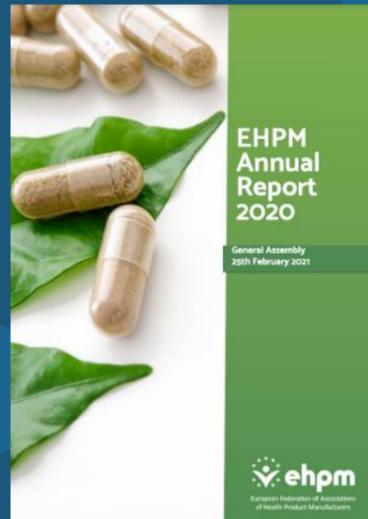
EHPM warmly thanks once more its direct members Aboca, APARD, Forever, HFMA, KRSiO, OIPMA, SYNADIET, and SESDI as well as all the indirect members for their valuable contributions and support to the campaign.



## 2021 EHPM Publications

### EHPM ANNUAL REPORT 2020

During the EHPM 2021 General Assembly held on Thursday 25 February, Director General Livia Menichetti announced the publication of the first EHPM Annual Report. This document was the first of its kind for EHPM and it includes a complete overview on EHPM activities achievements for the previous year as well as its priorities for the coming year. EHPM will publish its report yearly ahead of the EHPM General Assembly.



### EHPM BOTANICALS HEALTH CLAIMS PROPOSAL

The EHPM proposal for a Graded Approach to the assessment of Botanical Health Claims was finalised in 2020 by the EHPM Botanicals Working Group and was officially launched in January 2021, during the online event "Botanical Health Claims on Foods & Food Supplements in the EU".

With this paper EHPM wants to provide a timely concrete proposal from the industry that could serve

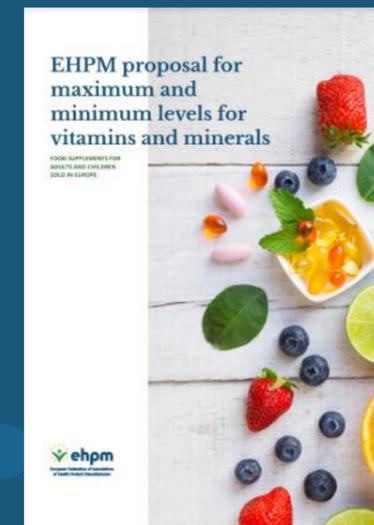
as a reference for future discussions between Member States, the European Commission and other EU stakeholders. At the same time, EHPM wants to encourage the European Commission and Member States to address this topic in order to safeguard both the proper functioning of the internal market and consumer choice, while protecting their safety.

The proposal has been presented to the European Commission and other EU stakeholders. Thanks to EHPM Members, the proposal was also presented to some National Authorities.



### EHPM PROPOSAL ON MAXIMUM AND MINIMUM LEVELS FOR VITAMINS AND MINERALS

In the context of the European Commission's initiative to set maximum and minimum levels for vitamins or minerals that may be added to food supplements and fortified foods by 2024, EHPM published, on the 1st of December 2021, the "EHPM proposal for maximum and minimum levels for vitamins and minerals: food supplements for adults and children sold in Europe".



The aim of the EHPM report is to propose a model for setting maximum levels for food supplements for adults and children that are safe for consumers, based on a robust scientific approach. The model allows for maximum consumer choice and continued benefits for consumers once harmonised maximum levels are set. The EHPM model also includes minimum levels for vitamins and minerals.

This proposal has been developed by EHPM's technical experts, starting from the previous EHPM model, working in the framework of the EHPM Regulatory and Quality Working Group chaired by Martin Last, EHPM's Vice-President, in cooperation with Dr. Michele Sadler, an independent Scientific and Regulatory Adviser specialised in Nutrition and Biochemistry.

The EHPM model was shared with EU authorities in mid-December 2021 and a launch event will be held in 2022.

## Engagement with European Institutions

Over the course of 2021, EHPM has proactively engaged on a series of dossiers discussed amongst EU institutions to ensure the voice of the food supplement industry was heard and taken into consideration.

On the one hand, EHPM contributed to both public and targeted consultations on key topics such as alpha-lipoic acid, red yeast rice, green tea catechins, vitamin D3 from sheep lanolin, as well as the assessment of substances under scrutiny itself. On the other hand, EHPM had a series of intense exchanges with the EU institutions via official letters and statements, online meetings and calls.

- |                  |  |
|------------------|--|
| <b>February</b>  | EHPM contribution to the <b>EFSA Public consultation</b> on the draft scientific opinion on the relationship between intake of <b>alpha-lipoic acid (thioctic acid)</b> and the risk of insulin autoimmune syndrome                                      |
| <b>April</b>     | EHPM contribution in the context of the <b>EC public consultation</b> on the <b>EU risk assessment of substances under scrutiny</b>  |
| <b>June</b>      | <b>EHPM letter</b> to the EC with feedback on the upcoming EC measure on <b>Titanium Dioxide (E171)</b> as food additive   |
| <b>June</b>      | EHPM contribution to the <b>feedback mechanism</b> of proposed Regulation amending Annex III to Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards <b>monacolins from red yeast rice</b>                              |
| <b>August</b>    | <b>EHPM Press Release "Food supplements in the Union market - a way forward"</b>   |
| <b>September</b> | EHPM letter to the EC in response to the <b>targeted consultation on draft Information note on Article 20 of Regulation (EC) No. 396/2005</b>  |
| <b>October</b>   | <b>EHPM Position Paper on Ethylene Oxide Contamination in the Food Sector</b>  |
| <b>November</b>  | EHPM contribution to the <b>feedback mechanism</b> of proposed Regulation amending Annex III to Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards <b>green tea extract containing (-)-epigallocatechin-3-gallate</b> |
| <b>November</b>  | EHPM contribution to the <b>feedback mechanism</b> on the <b>Draft delegated regulation on Border controls for food</b> – import conditions and border controls of trade samples and certain composite products  |

# 10

Official meetings  
Members of the  
European Parliament

# 4

Official meetings with  
Official of the European  
Commission (DG SANTE,  
DG GROW)

## Engagement with European Stakeholders

Over the course of 2021, EHPM built strategic alliances with relevant European stakeholders, i.e.: SNE, FDE, IPA, EHIA. EHPM and these stakeholders engaged in alignment exercises on crucial dossiers such as: Vitamin D3, additives in food for IYC, maximum levels for vitamins and minerals, ethylene oxide contaminations, and probiotics. EHPM Director General Menichetti also participated at the EHIA 2021 Conference "Hemp for Europe" on the 17th of July.

EHPM started a constructive dialogue with the consumers' organisation *SAFE food advocacy Europe*. A consumers' representative participated in the EHPM online workshop on "Novel Food Regulation in Practice: Pitfalls and Perspectives for Business & Consumers" held on the 1st of June. EHPM Director General Menichetti participated in the SAFE 2021 Conference "Consumers come first" on the 10th of November.



## 2021 EHPM Events

EHPM organised two online workshops in 2021 to provide members and attendees with updates on particularly relevant dossiers and regulations. On these occasions, attendees were able to hear from and interact with representatives from the European Commission and regulatory and legal experts, as well as representatives of the food supplement sector and consumers.



### OFFICIAL LAUNCH OF THE EHPM PROPOSAL ON BOTANICAL HEALTH CLAIMS

On January 26th, in line with its proactive approach, during the online event *"Botanical Health Claims on Foods & Food Supplements in the EU"*, EHPM launched its proposal for a Graded Approach to the assessment of Botanical Health Claims.

**More than 300 attendees** participated in the discussions with:

- Olga Goulaki, Policy Officer at European Commission's DG SANTE;
- Jonathan Griffith, Chairperson of EHPM Botanicals Working Group;
- Joris Geelen, Manager at the consultancy Food Law Consult;
- Christine Juhel, Scientific Director at CEN Nutriment; and
- Livia Menichetti, EHPM DG, who moderated the event.

The event started with a presentation of the EHPM Graded Approach, focussing on its applicability and regulatory aspects. The EC provided its perspective and information on the next steps regarding botanical health claims.



### ONLINE WORKSHOP ON THE NOVEL FOOD REGULATION

On July 1st, EHPM hosted an online workshop on the "Novel Food Regulation in Practice: Pitfalls and Perspectives for Business & Consumers". The event was moderated by Director General Livia Menichetti and featured speakers from:

- The European Commission's DG SANTE: Rafael Perez Berbejal
- BDIH, German National Association and EHPM Member: Harald Dittmar and Tobias Peschel
- Safe Food Advocacy Europe (SAFE), a European consumers association: Federica Dolce
- The consultancy Food Law Consult: Joris Geelen

The line-up of speakers explained in detail the main legal and regulatory elements of the regulation and the consequences of its implementation from food business operators' and consumers' perspectives.



### EHPM PARTICIPATION IN EVENTS AND CONFERENCES

Over the course of 2021, EHPM, in the person of the Director General Livia Menichetti, also participated as speaker at 11 events, some organised by EHPM members, some by other European stakeholders.

- 9 February** Probiota 2021 Digital Summit
- 18 February** Be-Sup General Assembly
- 1 April** Be-Sup Happy Hour
- 8 April** Synadiet Formation on the regulatory framework
- 9 June** Synadiet Formation on botanical health claims
- 16 June** Food Supplement Forum organised by Pec Pharma
- 17 July** EIHA Conference: Hemp for Europe
- 10 November** SAFE Conference: Consumers come first
- 16 November** Synadiet Formation on the regulatory framework
- 17-19 November** Be-Sup Congress
- 18-19 November** International Conference on Food Supplements organised by KRSiO and the Wrocław University of Economics and Businesses.

## EHPM Working Groups' Main Achievements

### BOTANICALS WORKING GROUP

The role of the Botanicals Working Group is to provide technical and scientific support to the EHPM on use of botanical ingredients in health products in general and food supplements in particular, including developing policies, reviewing procedures and addressing regulatory issues of concern

The Botanicals Working Group met four times in 2021, under the chairmanship of **Mr Griffith**, with **Mrs Viner** as Vice Chair.



Meetings were regularly attended by approximately 17 participants from Member Associations and Companies.

The following were the main issues focussed on by the Group in 2021:

1. Supporting the EHPM Secretariat in the launch and promotion of the **EHPM Proposal on Botanicals Health Claims** at national and EU level.
2. Developing a Safety Paper for Botanical Food supplements;
3. Working with external experts to develop a protocol for assessing the matrix effects of botanicals, whose safety is questioned under Article 8 of **The Addition of Vitamins, Minerals and other Ingredients to Food Regulation**
4. Finalising the upgrade of the Botanicals section of the **Quality Guide**, which is expected to be published in 2022.

For 2022, the main focus will be:

- To finalise the **Botanicals Safety Paper**
- To research the significance of matrix effects in the safety assessment of HADs and to develop a protocol for the assessment of the matrix effects of any botanicals whose safety is under review.

### REGULATORY AND QUALITY WORKING GROUP

The EHPM Regulatory & Quality Group's goal is to address the numerous regulatory and technical challenges facing our industry. To ensure EHPM covers current and potential issues affecting our members, the Group receives input from the Board and Members when establishing its agenda.

The Working Group met four times in 2021 and is coordinated by the Chair **Mr Last** and Vice Chair **Mrs Viner**.



Typically, around 17 members meet once a quarter. The outcomes of the Group's discussion are then fed back into the Board with updates and any further actions being reviewed.

The main achievements in 2021 were:

- Regular monitoring and review of issues with potential to affect our industry and appropriate actions taken as required.
- Finalising a review of **EU Maximum Permitted Levels** as stated in the Food Supplement Directive. The update of the EHPM proposal on maximum and minimum levels for vitamins and minerals was published in December 2021 and shared with EU and national authorities. A launch event will be held in 2022.
- Finalising the upgrade of the non-botanical section of the **EHPM Quality Guide**, which is expected to be published in 2022.
- Generating technical input to address the **Article 8 procedure** on matters regarding Red Yeast Rice, Alpha Lipoic Acid, Garcinia Cambogia, green tea catechins, berberine, and other nutrients impacted by this procedure.
- Generating technical input to find solutions to the issues regarding ethylene oxide contamination that the food supplement sector is facing. A dedicated task force was set up to address this matter.

For 2022, in addition to ongoing actions arising from the points listed above, our plan is to focus on:

- The publication and promotion of the updated EHPM Quality Guide

### PROBIOTICS WORKING GROUP

The EHPM Probiotics Working Group was created in July 2020 as a probiotics-focused branch of the Regulatory & Quality Working Group. This group, chaired by **Mr Last** (HFMA) and vice-chaired by **Ms Vercammen** (Be-Sup), aims at drafting EHPM's position on probiotics and addressing all regulatory challenges concerning probiotics.



In 2021, the Group started working on the EHPM guideline on probiotics that is currently under finalisation. A political statement will be also published in the course of 2022

The Probiotics Working Group met twice in 2021, gathering around 19 experts from EHPM Members and Companies and making considerable progress in the drafting of the EHPM position on the use of the term probiotics. The document is expected to be finalised and published in 2022.

A special thanks to **Laura Jost** (LHS) and the members of the group for their contributions to the drafting of the document.



## EHPM Task Forces

### TASK FORCE ON RED YEAST RICE

The task force met 3 times in 2021 via videoconference with the objective of drafting the EHPM Manifesto on Nutrivigilance that will be published in 2022.

A special thanks to our Chair, Antonino Santoro, to Andrea Zanardi (Federsalus council members) and to the members of the task force for their contributions to the campaign in defence of monacolins and in the drafting of the document.



### TASK FORCE ON HYDROXYANTHRACENE DERIVATIVES (HADS)

The task force met twice in 2021 via videoconference with the objective of following up on the EHPM campaign *We fight for Natural Health: "Defend the use of Aloe and other plants in food supplements"*. The members of the Task Force discussed the four legal actions submitted by two consortiums and other companies, and the opportunity for the EHPM to support one of these actions. The EHPM Board decided to support, as an interested party, the consortium led by Synadiet and Be-Sup, and to be assisted by ProductLaw Firm.

### TASK FORCE ON ETHYLENE OXIDE (ETO)

The Task Force met once via videoconference with the objective of addressing the EtO contaminations in the food supplement sector and of defining next steps. The members of the Task Force provided insights from their respective Member States and exchanged insights on the subject.

A special thanks to Prof Biagi for providing a scientific contribution to the discussion and to the drafting of the *"EHPM Position Paper on Ethylene Oxide Contamination in the Food Sector"*, published and shared with the European Commission and EHPM Members on the 27th of October 2021. The task force will meet again in 2022.



### TASK FORCE ON ALPHA LIPOIC ACID (ALA)

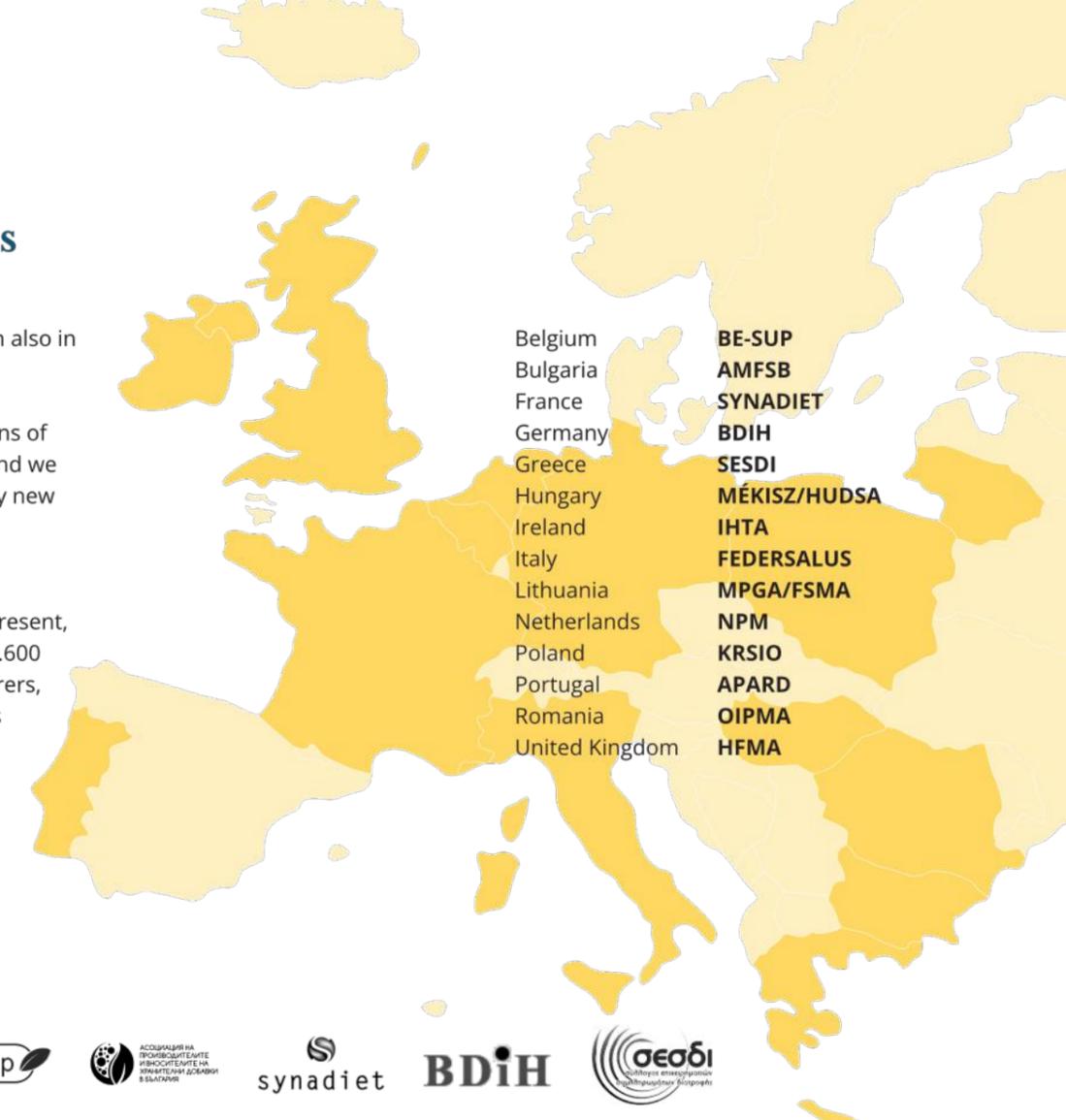
The Task Force supported the Secretariat in the drafting of the EHPM contribution to the EFSA public consultation on the draft scientific opinion on the relationship between intake of alpha-lipoic acid (thioctic acid) and the risk of insulin autoimmune syndrome.

A special thanks to Dr Urlich for providing medical and scientific feedback to the EHPM contribution.

## Our Members

EHPM continued its growth also in 2021. Overall, we received numerous requests for information and expressions of interest for membership and we were happy to see so many new joiners in 2021.

Through our 14 national associations, we unite, represent, inspire and support over 1.600 health product manufacturers, producers and distributors in Europe.



- Belgium: BE-SUP
- Bulgaria: AMFSB
- France: SYNADIET
- Germany: BDIH
- Greece: SESDI
- Hungary: MÉKISZ/HUDSA
- Ireland: IHTA
- Italy: FEDERSALUS
- Lithuania: MPGA/FSMA
- Netherlands: NPM
- Poland: KRSIO
- Portugal: APARD
- Romania: OIPMA
- United Kingdom: HFMA



Since 2018, EHPM also welcomes companies as direct members. EHPM doubled its direct members in 2021, welcoming Nestlé Nutrition SBU, Biofarma Group, Biosline, SIIT, and Unilever, alongside Aboca, Forever, Lallemand HS, NSF, and MSJ Group.

EHPM continues to receive expressions of interest from associations and companies. In early 2022, we are pleased to already welcome Uriach as direct member.

We welcome them and look forward to a great collaboration!



## EHPM's Collaborations

### COLLABORATION WITH SPECIALISED ADVISORS



#### Mrs P.D. Viner

EHPM continued its collaboration with Mrs Viner who provided the EHPM Secretariat with the content of the quarterly EHPM International Regulatory Supplements which offer to our members an overview of the main regulatory and market developments affecting the food supplement sector worldwide. The collaboration was confirmed for 2022.



#### Foodie Communications

EHPM continued its collaboration with Ms Troy of Foodie Communications for the compilation of the EHPM weekly snapshot. 47 updates were sent over the year providing EHPM members with an exhaustive and timely overview on scientific articles published in specialised magazines. The collaboration was confirmed for 2022.



#### Food Law Consult

Throughout 2021, EHPM continued its partnership with the Food Law Consult (FLC). FLC assisted EHPM with technical and legal advice so as to strengthen its contributions to public consultations and provide members with accurate, up to date information. FLC prepared a detailed assessment report on the impact of Brexit on the food supplement sector. FLC also provided EHPM with important inputs on several relevant dossiers. The documents were shared with Members via email and are available in the Member Area of EHPM's new website.



### COLLABORATION WITH RANK NUTRITION LTD

In 2021, EHPM collaborated with Dr Sadler of Rank Nutrition Ltd, an independent nutrition science consultancy. This collaboration aimed at the development and finalisation of the "EHPM proposal for maximum and minimum levels for vitamins and minerals: food supplements for adults and children sold in Europe" which was published in December 2021 and will be officially launched in 2022.



### COLLABORATION WITH ACADEMIC EXPERTS

EHPM strengthened its relations with academia and enlarged its network of specialised Doctors and Professors. Thanks to the collaborations with Dr Ulrich, Prof Demeyer, and Prof Biagi, EHPM was able to include further timely technical and scientific elements in its contributions and feedback to the European Commission and EFSA on relevant dossiers such as Alpha Lipoic Acid, Red Yeast Rice, Ethylene Oxide.

### FiscalNote

#### COLLABORATION WITH FISCAL NOTE EU ISSUE TRACKER

In September 2021, EHPM started a collaboration with Fiscal Note EU Issue Tracker in order to have an additional monitoring tool and provide our Members with the most recent information on EU policies.

### COVINGTON

#### COLLABORATION WITH COVINGTON & BURLING LLP

EHPM continued its partnership with Covington, who assisted EHPM in the follow up meetings on the HADs dossier.

### ProductLawFirm®

#### COLLABORATION WITH PRODUCTLAW FIRM

In 2021, EHPM engaged in a new partnership with ProductLaw Firm, an independent law firm specialised in product law. The legal experts of ProductLaw Firm assisted EHPM in the preparation of the memoire submitted in support of the Action for Annulment submitted to the EU Court of Justice by the Consortium led by Synadiet and Be-Sup.



#### COLLABORATION WITH EDELMAN

In 2021, we continued our collaboration with communication agency Edelman, who supported us with the implementation of our social media strategy.



#### COLLABORATION WITH NASHI CREATIVE STUDIO

Over the course of 2021, EHPM engaged in a new partnership with Nashi Creative Studio, a dynamic team of creative thinkers specialised in branding. This partnership aims at establishing a captivating and coherent branding for EHPM future publications.





## 2021 Communications Review

EHPM undertook a range of communications activities over the course of 2021. These activities included email updates sent to our subscribers, active presence on social media and strengthened connections with the press.



### EMAIL UPDATES

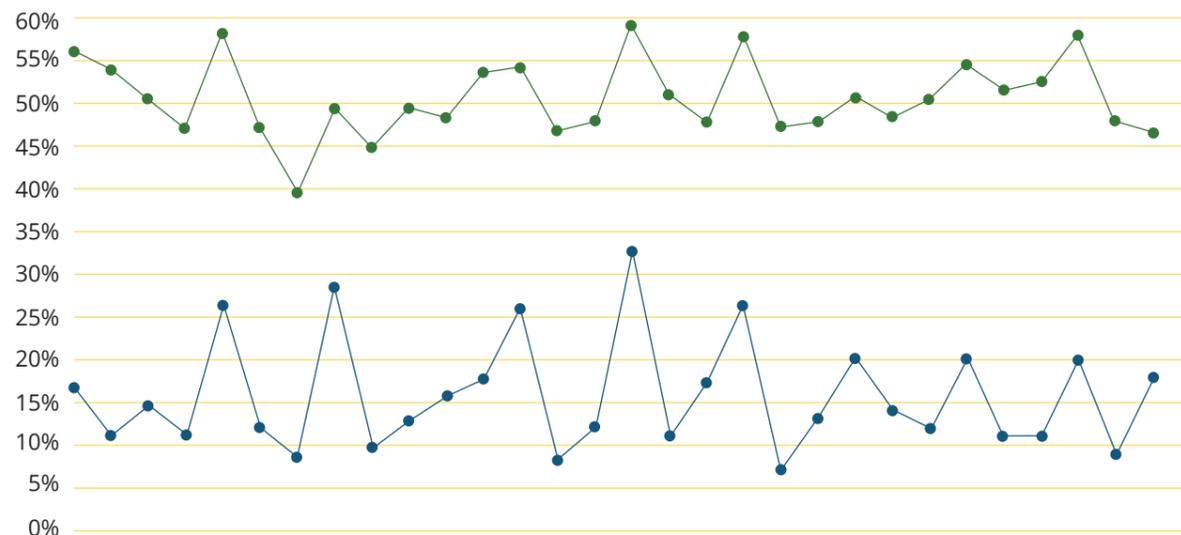
Throughout 2021, we have sent 67 updates with an open rate of 42.8% and a click rate of 12.7%:

- 47 snapshots
- 16 policy updates
- 68 urgent updates
- 4 international regulatory supplements

The following graph shows a rigorous click and open rate over the past 6 months.

### Campaign performance

● Open rate ● Click rate



### Social Media Review

Throughout 2021, EHPM has developed a social media strategy in cooperation with Edelman, which increased EHPM's presence and audience on its key channels: Twitter and LinkedIn. This communication strategy resulted in a growing awareness of EHPM's activities and events and created valuable opportunities in attracting new members.



### EHPM ON TWITTER

EHPM's Twitter account grew significantly in 2021 with 114 new followers (104 in 2020) and more than 20.6K profile visits (1.6K in 2020). Its 117 tweets' impressions reached more than 1.77M (79.3K in 2020) and EHPM itself was mentioned in 60 tweets (63 in 2020).

EHPM's Twitter performance peaked in early 2021, reaching in January and February ultimate highs in tweet impressions and follower growth that were driven by its campaign "We fight for Natural Health".

**114**  
New followers

**1.77M**  
Impressions

**20.6k**  
Profile visits

**60**  
Tweet mentions





### EHPM'S LINKEDIN

Similar to Twitter, EHPM's LinkedIn page showed significant growth throughout 2021. It received around 2.4K page views (1.8K in 2020) and 452 new followers (470 in 2020), reaching the milestone of 1000 followers. Posts published in 2021 earned around 196.1K impressions (10.1K in 2020), with ultimate highs reached around the campaign "We fight for Natural Health". In view of these statistics, LinkedIn remains EHPM's strongest channel when it comes to follower growth, while we reach better results in terms of post impressions on Twitter.

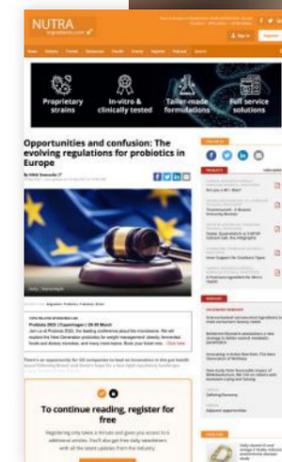


### STRENGTHENED CONNECTIONS WITH THE PRESS

EHPM increased its presence in the press in 2021 by strengthening the partnerships established in 2020 and securing key pieces of coverage.

Our partnership with EURACTIV contributed to increasing the visibility of EHPM activities and events in EU media through press releases, banner campaigns, and articles. Importantly, EHPM published an article on EURACTIV co-signed by EHPM Director General Ms Menichetti and Member of the European Parliament Mr Pedicini in support of the #WeFightForNaturalHealth campaign. The campaign was also sponsored on POLITICO with a two-week banner campaign ahead of the crucial vote within the ENVI Committee of the European Parliament.

In addition, we confirmed our partnership with DODs which published two articles in The Parliament Magazine signed by Ms Menichetti and by Ms Selanikli (EHPM vice-Chair). Ms Menichetti also released an interview on the EHPM graded approach to the assessment of botanical health claims for a specialised magazine "Nutrients and Supplements". Finally, EHPM was mentioned in four articles in Nutraingredients.



**452**  
New followers

**196.1k**  
Impressions

**2.4k**  
Page visits

**1000+**  
Total followers

**8**  
Articles

**5**  
Online newspapers

## EHPM Priorities for 2022

### OBJECTIVES

EHPM confirms its commitment to the enhancement of the reputation of the food supplement sector and to positively influence the European decision making process and the Member States' approach towards the sector by proactively and pre-emptively contributing to the betterment of the regulatory framework with pragmatic and legally fit proposals.

To reach these objectives, EHPM adopted a holistic 2022 Public Affairs strategy consisting of three pillars.



# 1



### ACTIONS

**To strengthen its proactive and pre-emptive approach to solving both longstanding and new regulatory issues, EHPM intends to:**

- Continue to address the Art.8 Reg.1925/2006 challenge from the regulatory, procedural, legal, and scientific perspectives
- Continue the work on suggesting an alternative safety assessment methodology for botanicals, asking for more constructive dialogue with EFSA and the EC
- Continue monitoring the implementation of the new Mutual Recognition Regulation and provide concrete assistance to Members in accessing and using the SOLVIT mechanism
- Continue the dissemination of:
  - the EHPM model on Maximum and Minimum Levels for Vitamins & Minerals
  - the EHPM Graded Approach to the assessment of Botanical Health Claims, which concretely addresses the flaws of the Claims Regulation
- Finalise, publish and disseminate
  - the updated EHPM Quality Guide
  - the EHPM proposal on the safety of botanicals
  - the EHPM manifesto on Nutrivigilance as the ideal tool for data-gathering during the scrutiny period for monacolins from red yeast rice
  - the EHPM position on probiotics
  - the EHPM Country Profiles for our members
- Organise thematic workshops and high-level events engaging with European and National Authorities, stakeholders, and consumers

# 2



### NETWORKS

**To make sure that EHPM's message and efforts reach the relevant policy makers as well as consumers and the industry, EHPM intends to:**

- Enlarge the network of supportive MEPs by increasing the visibility and credibility of EHPM
- Strengthen the relation with European Commission's DG SANTE Units E1 and E2, and DG GROW, SOLVIT, and EFSA
- Strengthen relations with consumers' associations and other relevant stakeholders
- Strengthen the network of representatives of academia who can support EHPM

# 3



### STRUCTURE

**To acquire the resources necessary to implement the abovementioned activities and reach its objectives, EHPM intends to strengthen its structure by:**

- Supporting its members to reach their full potential
- Enlarging its membership with additional national associations and companies to represent an ever more representative share of the sector
- Strengthening the in-house capabilities of the EHPM Secretariat

