



## camexpo 2016 to showcase latest innovations in nutrition

With nearly 40% of camexpo attendees citing 'diet and nutrition' as their main business focus, this year's show will feature even more new innovations and educational content for nutritional therapists.

Taking place at Olympia London later this month, on 24-25 September, camexpo's dedicated Nutrition Theatre (sponsored by Wiley's Finest UK) will run 17 CPD-accredited sessions across two days. Confirmed speakers include leading nutritional experts like Dr Marilyn Glenville, Gudrun Jonsson, Antony Haynes, Umahro Cadogan, Miguel Toribio-Mateas, Rick Hay, Dr. Armin Schwarzbach, Dr Robert Verkerk, and Nadia Brydon.

Digestive health, vitamin K2 deficiencies, superfoods, childhood obesity, brain health, natural alternatives to sugar, and the benefits of the Mediterranean diet are just some of the hot topics under discussion for 2016.

Dr Sarah Brewer, Dale Pinnock, Christine Bailey, Professor Robert Thomas and Elizabeth Butler will also be discussing diet and nutrition in their Keynote Theatre sessions.

For further seminar information, please visit [www.camexpo.co.uk/education/nutrition-theatre-schedule](http://www.camexpo.co.uk/education/nutrition-theatre-schedule).

### Focus on: vitamins and supplements

Whilst Vitamin D might be getting all the press lately, the multivitamin is still far and away the UK's top seller, according to the latest data from Euromonitor International.

"I think it is important for everyone to have a multivitamin and mineral, as it forms the foundation of any supplement programme," says leading nutritionist Dr Marilyn Glenville. "A lot of people are 'overfed and undernourished', so a multi gives them a broad range of valuable nutrients."

In a recent article for *Natural Products News*, she quoted recent research that showed "taking a multi helped reduce fatigue and improved mood and cognitive function" during extended multi-tasking<sup>[1]</sup>.

It's not just multivitamins that are proving popular among UK consumers. Increasing health awareness across all ages is fueling demand for supplements and functional food and drinks designed to proactively enhance their nutritional wellbeing. Fish oils/omega fatty acids, herbal/traditional dietary supplements, glucosamine, vitamins C and B, and probiotics were also among Euromonitor's list of top ten bestsellers. Helping to boost UK sales of vitamins and dietary supplements up to £879.3m in 2015<sup>[2]</sup>.

Of course, there is no one size fits all approach when it comes to nutritional health and wellbeing. Providing personalised diet plans, including beneficial supplements (when necessary), is a subject that many nutritional therapists and practitioners are already well-versed. It's their USP. And those that can be quick to adapt to the latest trends, innovations and research have much to gain.

camexpo's 200-strong exhibitor list features some familiar VMS suppliers previewing their next wave of new products for the autumn/winter season. Among them are Pukka Herbs, A Vogel (Bioforce UK), The Really Healthy Company, Synergy – The LP Partnership, Nucleotide Nutrition, Nature's Plus, Good Health Naturally, Wild Nutrition, The Natural Health Practice, Hifas da Terra, Living Nutrition, Bio Pathica, Renew Life UK, The G&G Vitamin Centre, Bionutri, Biodane Pharma, Rio Trading Company Health, Vega Nutritional, Cell Nutrition Quinton, Bestcare, Nutri-Globe, Chris James Mind Body, Bio-Kult, Lepicol, and Wiley's Finest UK.

The 2016 exhibitor list is available to view at [www.camexpo.co.uk/exhibitors](http://www.camexpo.co.uk/exhibitors).

"camexpo is the most comprehensive and delicious learning and professional development feast for CAM practitioners in the UK. I love the fact each year camexpo just keeps getting better and better! I am increasingly impressed by the diversity of practitioners who come to camexpo to develop their knowledge and skills. It's a privilege to be able to speak to a group of people, who are on one hand insufficiently recognised by society, and, on the other hand function at the coalface of health, providing services that consistently transform lives for the better," says popular show speaker Dr Robert Verkerk, founder of Alliance for Natural Health International.

New for 2016, all workshops and seminars at the show are now CPD-accredited.

camexpo returns to Olympia, London, on 24-25 September 2016. For more information, and to book an entry ticket for £8.50 (saving £16.50 off the door charge), please visit [www.camexpo.co.uk](http://www.camexpo.co.uk) and use priority code CAMX524 (workshops cost £19.50 per session).

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[1] Source: [www.camexpo.co.uk/focus-on-multivitamins](http://www.camexpo.co.uk/focus-on-multivitamins)

[2] Source: Euromonitor International - 2015 UK VMS retail sales data

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**Notes:**

*High res photography is available on request:*

*Earlier this year, camexpo was named a finalist in the Best UK Trade Show Exhibition (Under 2,000m<sup>2</sup>) category at the Association of Event Organisers (AEO) Excellence Awards (it was also nominated in 2009, 2010 and 2011).*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, and Nailsworth. In addition to camexpo, Diversified UK's natural and organic portfolio includes Natural & Organic Products Europe; Natural and Organic Awards; Natural Products Scandinavia in Malmö, Sweden (co-located with Nordic Organic Food Fair); Natural Products News; and Natural Beauty News. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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