



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians

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Media Release

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For immediate release

Response to Advertising Standards Authority Final Adjudication - 100% Health Ltd/ Patrick Holford

The British Dietetic Association (BDA) today welcomed the Advertising Standards Authority's decision to uphold a complaint about claims made in a direct mailing for books by Patrick Holford.

A spokesperson for the British Dietetic Association, said: "The decision by the ASA that the claims made in the direct mailing was a breach of the Committee of Advertising Practice (CAP) Code -clauses on truthfulness and substantiation - and that it was misleading is welcomed by the BDA and dietitians. This case highlights the need for the public to be wary of nutritional therapists who advocate the benefits of a specific supplement or treatment as their advice may not be completely impartial."

"For the majority of people eating a well balanced and varied diet, as identified in the recently launched Eatwell Plate, by the Food Standards Agency, this should provide sufficient vitamins and minerals to help them live a normal healthy life, without the need to take extra supplements. People who feel they are lacking in certain nutrients should consult appropriate expert help and will usually be better changing the amount or type of foods they eat rather than reaching for supplements.

"Dietitians are the only statutorily recognised nutrition professionals; they have undertaken specific training to enable them to give individualised advice and support. Any decision on the need for additional vitamins and minerals to a diet should be made in consultation with a registered dietitian. Taking excess amounts of vitamins and minerals is at best expensive and wasteful, and can interfere with other functions in the body resulting in harm. Unlike nutritional therapists, dietitians are bound by a strict code of conduct, which means that any claims made about a product or particular treatment must be substantiated by scientific evidence."

- Ends -

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Media enquiries to The British Dietetic Association should be directed to our media hotline on 0870 580 2517 or pr@bda.uk.com.

Notes to Editors

1. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with over 6,000 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
2. Registered dietitians hold the only legally-recognised graduate qualifications in nutrition and dietetics. They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence.
3. Registration, awarded by the Health Professions Council, is an indication that a Dietitian is fit to practise and is working within an agreed statement of conduct. For further details about The British Dietetic Association, please visit our websites: www.bda.uk.com, www.bdaweightwise.com, www.teenweightwise.com.