

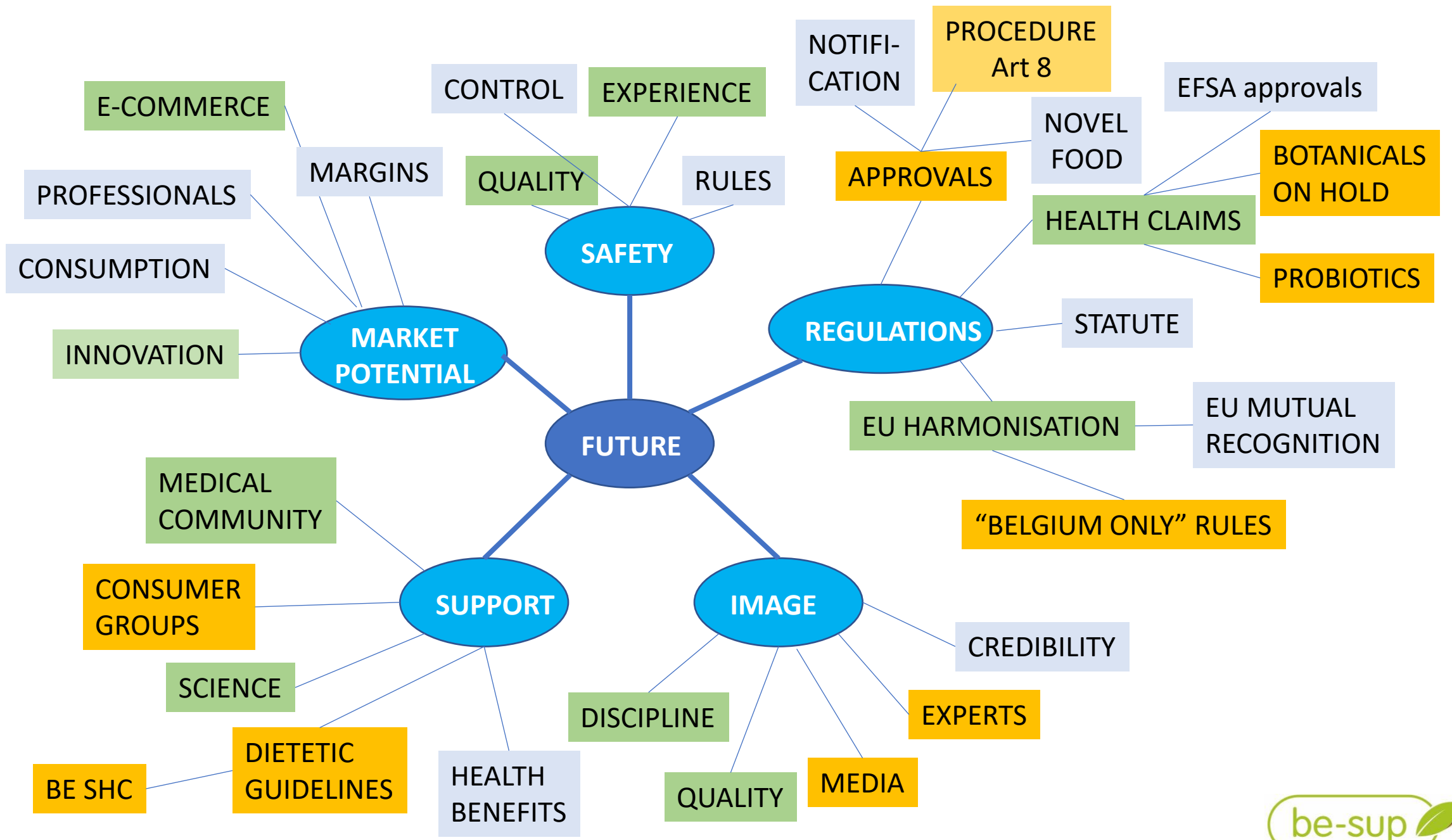
De Toekomst van Voedingssupplementen L'avenir des Compléments Alimentaires



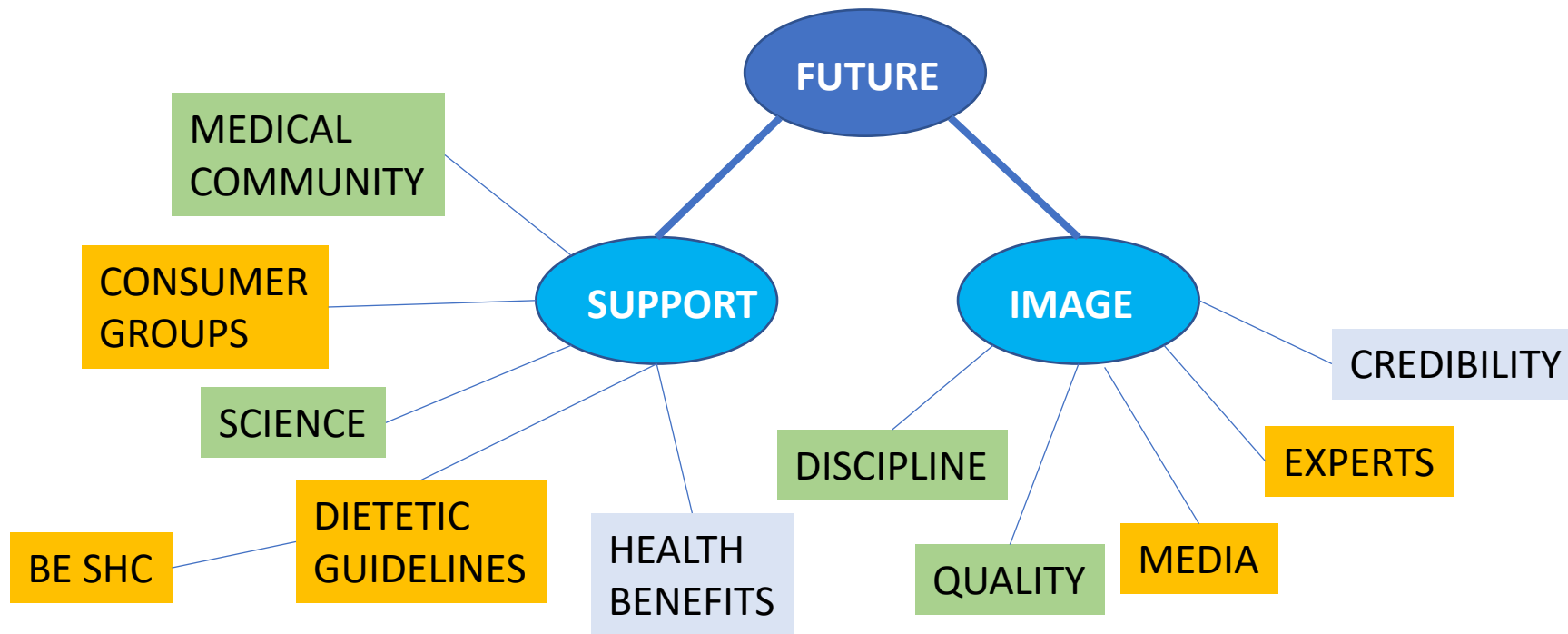
Bruges, Nov 18-19, 2021

Paul Coussement

President



... a sense of frustration ?...



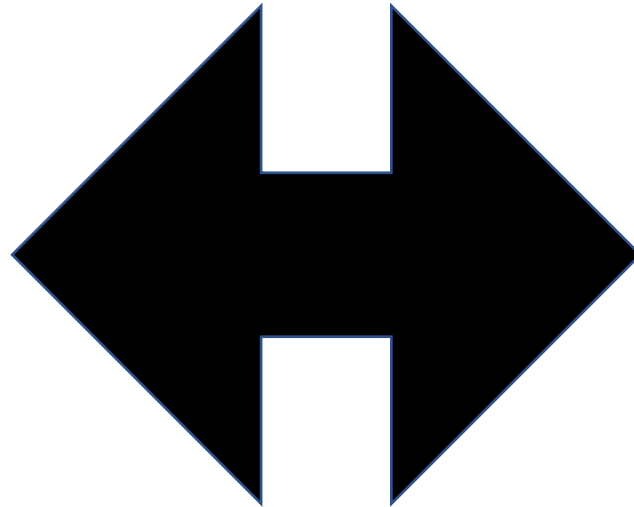
Significant Consumption
in our population

Proven Deficiencies
in the diet of our
population

Scientifically accepted
health benefits

Officially allowed
health claims

Safely formulated
Products



Media prefers negative publications about F.S.

Absent or biased Information about F.S. in Education of Health Professionals

Are Food Supplements Taboo?

“Experts” love to break down F.S.
Absence of F.S. in official Diet Guidelines

Confusing, negative advice about F.S. to consumers

Official Authorities take stricter-than-necessary positions

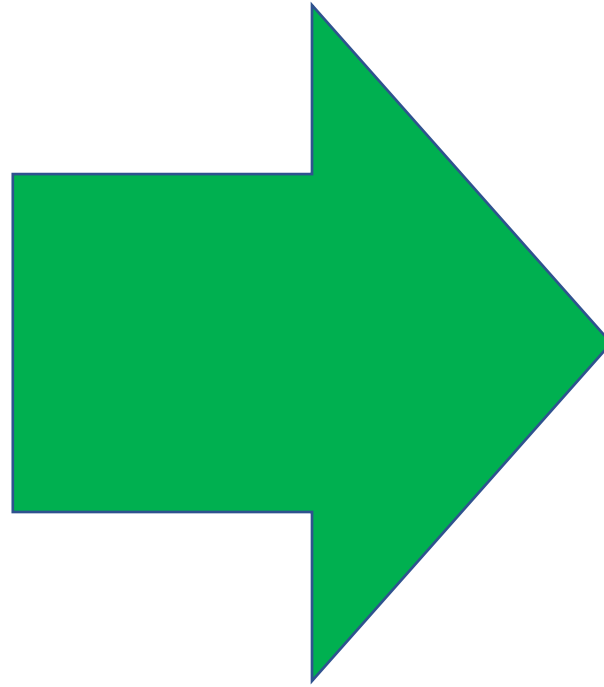
**Significant Consumption
in our population**

**Proven Deficiencies
in the diet of our
population**

**Scientifically accepted
health benefits**

**Officially allowed
health claims**

**Safely formulated
Products**



**Break the
Taboo!**

**Improve Nutrition Status of the
population**

**Teach a more balanced view on
Food Supplements**

**Media: improve your
communications**

**Include F.S. in official Diet
Guidelines**

**Give Consumers really useful
advice about F.S.**

**Stop using Rules to push F.S. out
of the market**

De Toekomst van
Voedingssupplementen
L'avenir des Compléments
Alimentaires



...Join the discussions!