



FROM THE ALLIANCE FOR NATURAL HEALTH INTERNATIONAL

Help safeguard your company's
future by supporting the vanguard
of natural and sustainable health

"It's a critical time for a reframing what healthcare actually is, and isn't. Putting all the effort into disease management late in someone's life just isn't sustainable. Real healthcare is something we do every day, in our homes, workplaces, schools, kitchens and outdoor spaces. ANH is at the cusp of this transformation - Vanguard Club members act as the synergists."

Robert Verkerk PhD

Founder, executive & scientific director,
ANH International



alliance for
natural health
INTERNATIONAL

Our unique position of being a **neutral but credible organisation** that is bedded between the natural products sector, academia and government has allowed us to provide **multiple benefits to our members.**

ANH-Intl achievements for the natural product sector include:

- 1 Legally challenged the EU Food Supplements Directive (2003-5), championing natural sources of vitamins and minerals
- 2 Demonstrated via peer-reviewed publications the critically flawed nature of EU methods of risk assessment for food/dietary supplements
- 3 Co-developed a new and viable model for safety/benefit assessment of food/dietary supplements
- 4 Pioneered a sustainable healthcare approach based on citizen empowerment, health status monitoring, dietary and lifestyle modification and natural products usage
- 5 Rebutting biased, peer reviewed journal articles that incorrectly condemn natural health approaches
- 6 Contributed to a wide range of international, EU and national consultations on regulatory issues pertaining to natural health

Continued campaigning and advocacy is necessary to safeguard the operations of all parties involved in the natural healthcare sector, including you!

ANH is a not-for-profit organisation that exists for your benefit. All our tireless efforts in campaigns, research, education and advocacy are funded entirely by donations from individuals, companies and associations that recognise the vital contribution ANH makes to protecting the right to practice and engage in natural health across the UK, Europe and elsewhere in the world.

Being part of the Vanguard Club means that you too, recognise the urgent need for the co-creation of a more sustainable health

system, and that you'd like to contribute in a positive way to making sure the voice of natural and sustainable health is heard by governments, our elected representatives and by businesses - whatever their size.

Membership of the Vanguard Club gives you access to key influencers across the natural health sector as well as ensuring that regulatory challenges you face can be recognised, assessed and challenged, as necessary. Membership ensures that your company is recognised as a beacon for corporate responsibility and a leader in the field of human health transformation and sustainability.

As a Vanguard Club member, you'll get:

Access to any **ANH International conferences plus online meetings/webinars** where we examine key challenges and potential solutions currently facing the sector. You will have a 'front row seat' allowing you to engage in lively debates and discussion and an opportunity to participate in smaller seminars to ensure your specific concerns are addressed effectively. Your engagement with the Vanguard Club will help you further develop your company as an innovator and leader in the sector

Receive **early warning alerts** on both political and scientific information affecting the sector, ensuring you're up-to-date and informed

Discover **key regulatory work-arounds** in the continuously shifting legislative environment to make sure you are able to maintain or grow market share and communicate effectively with your customers. **Dedicated Bulletin Board** for Vanguard Club members on the ANH website regarding EU or UK legislative changes to keep your company/organisation on the front foot.

Promote your company events to our growing network of healthcare professionals and practitioners

Free Advice, limited depending on membership level, from ANH International experts in relation to unique regulatory, scientific or marketing challenges you are currently facing

Gain a **10% discount on ANH Consultancy* or ANH-Intl services** if you need further support and advocacy to progress your business endeavours

A **detailed report** on how membership fees[†] collected via the Vanguard Club are spent – ensuring accountability and effectiveness to you, our members.

*ANH Consultancy Ltd (www.anhconsultancy.com) is an independent, UK-based specialist consulting firm offering bespoke support to companies operating especially in the UK or Europe in a wide range of fields including new product development, trials, regulatory compliance and marketing support.

†Your corporate membership fee is **tax-deductible as a business expense**.

Vanguard Club tiered benefits structure

	ASSOCIATE £500 pa £50/month	MEMBER £2,000 pa £200/month	PROFESSIONAL MEMBER £10,000 pa £1000/month	CORPORATE MEMBER £15,000 pa £1500/month	SUSTAINABILITY PARTNER £25,000+
Dedicated Vanguard Club bulletin board	✓	✓	✓	✓	✓
Access to conferences, meetings and webinars	✓	✓	✓	✓	✓
Early warning alerts		✓	✓	✓	✓
Free advice, limited by membership level, from ANH-Intl experts			✓	✓	✓
Promotion of your company/products across our network				✓	✓
10% discount on ANH Consultancy fees				✓	✓
Bespoke collaborations					✓

Which membership is right for you?

ASSOCIATE As an Associate, your company gets a chance to dip its toes in the waters of ANH's Vanguard Club. Try it for a year – and upgrade once you've had a taste of what we offer!

MEMBER Our Member package is designed especially with newly established businesses in mind, especially those wanting to stay on top of the regulatory and scientific complexities of operating in this field.

PROFESSIONAL If your company is dedicated to becoming a market leader in one or more segments, if you appreciate the value of the latest science, and communicating this to your customers, our Professional Membership package is ideally suited to you.

CORPORATE Larger, well established companies will find that the complete array of Vanguard Club services available to you as a Corporate Member will perfectly complement membership of any trade association. In our view, it's the best way of maintaining and growing your position as a leader – as well as staying ahead of the curve.

SUSTAINABILITY PARTNER Companies which aspire as leaders in the field of corporate social and environmental responsibility, with a deep commitment to making significant improvements to the health and wellbeing of citizens. Driven by the notion that ethical companies with a passion for sustainability can act as a force for good in the world. Sustainability Partners engage actively with ANH-Intl and other likeminded companies, to help lay firm new foundations for health system sustainability. Sustainability Partner companies and associated brands will be recognised as beacons for CSR and leaders in the field of human health transformation and sustainability.

Show your customers and staff that you're committed! You will receive an ANH International Vanguard Club logo and digital banner to reflect your membership tier that can be displayed on your website and marketing materials.

Remember: Your membership fees to the Vanguard Club are fully tax deductible as a business expense.



TOGETHER WE CAN!

A vibrant and growing Vanguard Club will continue to contribute towards shaping the scientific and regulatory framework within which our members operate in the UK, EU and beyond. It will help our members to innovate and offer unique marketing solutions for their products. But more importantly, it will identify which companies are actively committed to making significant improvements to the health and well being of citizens. Never has there been a more important time for visionary companies to take centre stage as beacons for corporate integrity and social responsibility, as well as being pioneers of human health transformation.

To take advantage of this unique opportunity where 'together we can' work to promote greater stability and financial rewards in the natural healthcare industry, please contact:

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