

Save Our Supplements

RETAILER UPDATE

The EU is currently advancing proposals that would drastically reduce the potency of vitamins, minerals, and food supplements available on the Irish market. We need your active engagement to help protect consumer choice and safeguard our access to safe natural healthcare options.

The Threat

The EU is finalising restrictive Maximum Permitted Levels (MPLs) for vitamin and mineral food supplements. This process relies on a decades-old regulatory framework rather than modern, robust scientific data. If implemented, it will severely slash the potency of safe, widely used nutrients - such as Vitamin B6, Vitamin C, and Magnesium - that Irish consumers have used responsibly for decades under strict Food Safety Authority of Ireland (FSAI) oversight.

This outdated legislation is simply not fit for purpose, and we must act collectively to ensure a balanced, science-led approach is adopted instead.

Why Your Store Matters

Independent health stores, pharmacies, and complementary practitioners are the frontline of the Irish natural health ecosystem. Your customers rely on your expertise and access to high-quality, high-potency options for immunity, energy, and overall wellbeing. If these EU proposals pass, the ability of local businesses to provide effective health solutions will be permanently compromised, threatening Irish-owned brands and high street jobs.

We have a powerful, unified voice when we work together. If every retailer takes initiative, our collective reach is massive. For example, if we each share one piece of content that reaches 1,000 people, that is 100,000 citizens informed. If we each motivate 10 people to engage with public consultations, that is 1,000 formal submissions.

Act Now: Key Actions for Your Store

- **Collect Signatures In-Store:** Ask every customer to sign the physical petition sheet at your counter today. Every name strengthens our mandate when meeting with Ministers, TDs, and MEPs
- **Drive Digital Engagement:** Direct your customers, staff, and social media followers to the online petition at: my.uplift.ie/petitions/save-our-supplements-3.
- **Share Real Stories:** Gather brief text, video, or audio testimonials from staff and customers explaining why these supplements matter to them. Share these on your own channels and tag Save Our Supplements on Facebook, Instagram, and LinkedIn
- **Engage Public Representatives:** Contact your local TDs and MEPs. Raise your concerns as a constituent and business owner, and ask for their support in

addressing this issue at a governmental level. (See *our customizable email templates for inspiration*).

- **Prepare for Public Consultation:** Get ready to submit formal feedback by registering on the official consultation portal ahead of time. *Note: The registration process requires creating an account and verifying your email, so we recommend setting this up now so you are ready to submit the moment the portal opens.*
https://ec.europa.eu/info/law/better-regulation/have-your-say_en
- **Sign Up for Campaign Newsletter Updates** <https://saveoursupplements.ie/>

Join Health Stores Ireland, the Irish Health Trade Association, and thousands of concerned citizens to protect health freedom and consumer choice.