

18 August 2014

The Editor
Sunday Star Times
Auckland

Re: The good oil...or snake oil? - Michael Field, Sunday Star Times 17 August 2014-08-18

Michael Field's article raised as many questions about dietary supplement research as it did answers, and the ongoing difference of opinion between academics serves to do little more than confuse consumers.

Regardless of which side of the fence one sits on, there is a growing body of evidence showing that natural health products such as dietary supplements have a recognised complementary role to play in health management and support.

The ever-increasing worldwide demand for such products suggests that consumers agree.

Mr Field's assertion that this demand is due to 'very powerful lobby groups' pushing dietary supplements, is – to put it bluntly - wrong.

As the industry body for this country's dietary supplements and natural products industries, the vast majority of Natural Products NZ (NPNZ)'s work centres in providing education and support to members, and ensuring the industry maintains strict ethical standards with products that are high quality, safe and effective.

For readers left confused or bemused by Mr Field's article, NPNZ advises that the best approach is to maintain a healthy lifestyle and balanced diet. Where this is not possible or practicable, then we encourage consumers to seek advice from a health practitioner before taking dietary supplements or other natural products.

Yours sincerely
Natural Products NZ



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