

# ESSNA

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Specialist  
Sports Nutrition  
Alliance



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The European Specialist Sports Nutrition Alliance (ESSNA) works to influence the rules and regulations affecting the sports nutrition industry, from ingredients to final products, and how they are labelled and marketed.

ESSNA also works to improve the reputation of the industry through pro-active and positive engagement with the media, through consumer engagement and by supporting sports nutrition companies to comply with the law.





## Background

ESSNA protects the sector from unnecessary and inappropriate rules, regulations, and legislation that could threaten new product development, innovation and ultimately the health of your business – as well as ensuring that consumers are kept safe and well-informed. It is the established pan-European umbrella organisation for national organisations and individual businesses seeking to influence policy in Europe on sports nutrition products, and without it, the sector would have no voice in discussions and no vehicle for action at EU level.

ESSNA is a mature and respected organisation, widely recognised by legislators and the mainstream media as the voice of the responsible sports nutrition sector in Europe. We maintain ongoing dialogue with key stakeholders both at the European and national level. We also work actively with our members, regulatory authorities, policy-makers and the media to defend the reputation of the market across the continent and to promote positive messages through the press and via social media.

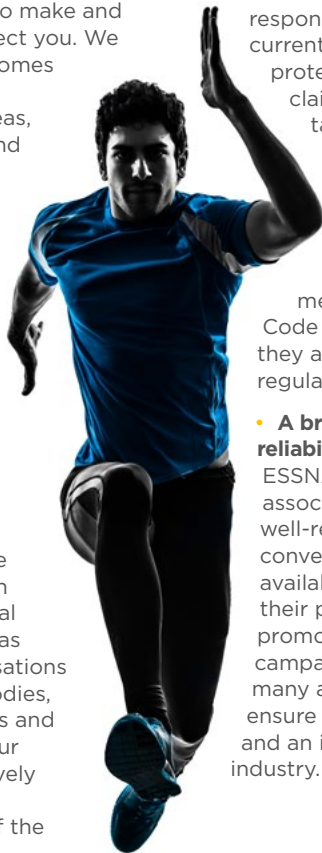






## Benefits of ESSNA membership

- **Political influence:** ESSNA has excellent relationships with policy and political stakeholders who make and enforce the laws that affect you. We work for favourable outcomes for the sports nutrition sector in a number of areas, including the Nutrition and Health Claims and the Food Information to Consumers Regulations, among many others. We work on your behalf to help shape key pieces of legislation and ensure proportionate implementation and enforcement.
- **A strong voice for the sector:** ESSNA promotes the sports nutrition industry and the reputable brands through the mainstream traditional media and social media, as well as in regular conversations with sports governing bodies, anti-doping organisations and others, disassociating your brand from those negatively impacting the sector so improving perceptions of the industry.



- **Platform for discussion and debates:** ESSNA offers members the opportunity to discuss and influence regulatory and other issues through specific Working Groups to ensure the best way forward and appropriate responses to any threats. We currently run Working Groups on protein, nutrition and health claims, novel foods, amino acids, tackling non-compliance and anti-doping.
- **Responsible Brands:** ESSNA is a marker of responsible and reputable companies – all ESSNA members sign up to the ESSNA Code of Practice that requires that they abide by all relevant rules and regulations.
- **A brand known for quality, reliability and safety:** ESSNA members benefit from the association with a responsible and well-regarded trade association, conveyed by our ESSNA kitemark available for members to use on their packaging, websites and other promotional material. We also run a campaign to educate the public on many aspects of sports nutrition to ensure consumer safety, good health and an improved reputation for the industry.



- **Decisive action to prevent unfair competition:** ESSNA tackles the problem of non-compliant products, which severely harm the reputation of the sports nutrition market and have a negative knock-on effect on the sales of reputable brands. ESSNA has an extensive non-compliance campaign, which seeks to remove non-compliant products from sale: protecting consumers, improving the reputation of the sector and ensuring that law-breakers don't gain a competitive advantage.
- **Regulatory updates and support:** As well as shaping the laws governing our industry, as an ESSNA member you will also have access to regulatory updates from a team of experienced advisors. Members receive regular intelligence updates informing them of the latest regulatory developments and how they impact upon the sector.
- **Powerful networking:** You will also have the chance to build contacts with key players and colleagues in the sector, with excellent opportunities for networking. You will also gain first access to high-profile speaking opportunities within both B2B and B2C industry events.
- **Preferential rates:** ESSNA members get preferential rates to a number of high-profile conferences, seminars and other events covering sports nutrition throughout Europe each year.

## Successes to date

Some of our successes include:

- We blocked the introduction of a flawed draft directive on sports nutrition products
- We have achieved a significant liberalisation of the law covering sports nutrition in the EU, as well as welcome regulatory certainty for businesses operating in this sector
- We have substantially improved the image and perception of the sports nutrition industry with EU authorities, Member State governments, regulators, enforcers and consumers – who all now accept that the sector is responsible, that its products are safe, and that they are appropriate for the mass market
- We have worked with the sector and mainstream media across the EU, both pro-actively and reactively to ensure that the views of ESSNA and its members are heard, helping the broader population learn more about the industry and reinforcing our messages around the need for proportionate regulation and to tackle non-compliant companies. Our work on social media has led to increased visibility and enabled us to rapidly highlight ESSNA's response to developments.



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