

Subject Cyngor Sir Powys County Council: Trading Standards warn against 'quick fix' diet solutions

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Date 19/01/2017 10:22



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News Release

PR 11136

19 January 2017

For Immediate Release

Trading Standards warn against 'quick fix' diet solutions

With an estimated one in three people in the UK expected to make a New Year's resolution to lose weight, Powys County Council are warning against 'quick fix solutions' that are often too good to be true.

The council's Trading Standards Service are keen to remind people that maybe considering taking a food supplement that they are intended to supplement the diet and should not be regarded as a substitute for a varied diet and a healthy life style. Before making decisions about lifestyle or diet changes, it is also important to talk to a qualified healthcare professional

Food supplements come in a variety of forms; traditional tablets, capsules, and powders, as well as drinks. There are many other types of foods marketed at those who seek to lose weight and sports nutrition is gaining in popularity. These products are strictly regulated in law to ensure they are safe and labelled correctly for consumers to make informed decisions.

Only permitted nutrition and approved health claims can legally be used on foods. Approved health claims are published in a EU Register of health claims. It is important to be aware that claims such as 'reduces fatigue', 'train harder', and 'increase in energy and recovery' may not be approved for use. Claims referring to the amount or rate of weight loss are also illegal.

The service is urging those who are considering purchasing food and food supplements sold on the high street, the internet and on social media, to source them only from reputable suppliers.

Residents are advised to check the ingredients list on any supplements and not to take any tablets, capsules or liquids containing the ingredient DNP; Dinitrophenol . This is an industrial chemical not fit for human consumption which is extremely dangerous and in some circumstances can lead to a coma or death. Products containing DNP tend to be marketed at those looking to lose weight as well as the body building community as 'fat burners'.

Consumers should also be aware of the hazards associated with DMAA (Dimethylamylamine) an ingredient often described as a 'natural' stimulant. Its many claimed functional uses include body building and weight loss aids. DMAA can elevate blood pressure and lead to cardiovascular problems, linked to stroke or death. Products containing DMAA are typically medicinal products and are regulated by the Medicines and Healthcare Products Regulatory Agency (MHRA).

Cllr John Powell, Cabinet Member for Trading Standards, said: "Our Trading Standards team work to support and advise reputable businesses. Those found to be operating outside of the law, risking the safety of others will be investigated and where necessary prosecuted."

For further information and guidance, or to report an issue email trading_standards@powys.gov.uk

ENDS

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