



**BIO-HEALTH'S MANAGING DIRECTOR, VICTOR PERFITT,
IS APPOINTED PRESIDENT OF THE BHMA**

Victor Perfitt, Managing Director of Kent's Bio-Health Ltd, has been appointed President of the British Herbal Medicine Association (BHMA), the body which represents members of the herbal medicines industry in Britain.

Victor is a well-known figure in the herbal medicines industry. His long career, expertise and knowledge in the field of herbal medicine have made him a respected and authoritative member of the industry. His role at the BHMA includes working with the Chair and members of the Association, to negotiate with the regulatory authorities.

The British Herbal Medicine Association (BHMA) was founded in 1964 to advance the science and practice of herbal medicine in the United Kingdom and to ensure its continued statutory recognition. Members of the BHMA include companies involved in the manufacture or supply of herbal medicines, herbal practitioners, academics, pharmacists, students of phytotherapy and others with a special interest in herbal medicine.

Victor Perfitt is well-qualified for this role. In addition to many years manufacturing herbal medicines in the UK, Victor was Chairman of the BHMA from 1991-2000 and is a current member of the BHMA's Scientific Committee, which is responsible for producing the British Herbal Pharmacopoeia and the British Herbal Compendium. He is also a Director of the European Scientific Co-Operative on Phytotherapy (ESCOP). In 1996 he received the ESCOP award for his dedicated work in the field of European Phytotherapy and in 2005, he was made an honorary life member of the National Institute of Medical Herbalists (NIMH). He was awarded an MBE in 1999 in recognition of his work in herbal medicine. Early in his career, Victor owned and ran natural health stores in Dorset and Scotland.

Commenting on his appointment, Victor Perfitt said:

“I feel very privileged to be honoured with this appointment. The BHMA promotes high standards, high quality and good practice in the herbal medicines industry as well as researching and promoting the safe and effective use of herbal medicines. I feel proud to be associated with those aims and will do my best to uphold them.”

Dick Middleton, Chairman of the BHMA comments:

“The BHMA and the Herbal Medicines industry in the UK has gained much benefit from Vic’s involvement and commitment over the last twenty years. I am therefore particularly pleased that Vic has been appointed as President of the BHMA at a time when the industry is going through many regulatory challenges and changes.”

Bio-Health Ltd, based in Rochester, Kent, is a British manufacturer of high quality herbal medicines and vitamin & mineral supplements. The company produces the ‘pure-fil’ range of pure, additive-free herbal medicinal products and Bio-Health vitamin & mineral supplements at its manufacturing plant in Rochester, Kent.

Further information on the BHMA can be found at www.bhma.info

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PHOTOGRAPHY AVAILABLE ON REQUEST – TEL: 020 7833 3759