



**TOTAL DIET & MEAL
REPLACEMENTS**
EUROPE

We are the European trade body for manufacturers and distributors of formula diet products, including total diet replacements (TDRs) and meal replacements (MRPs), which provide weight loss and weight management programmes for people who are overweight and obese.

Contact us

To join TDMR Europe
or for any more information
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Are you involved in the manufacturing and/or distribution of formula diet foods? Do you know how EU and the UK legislation affects your business? Join TDMR Europe to act on this legislation and shape the future of the sector.

About TDMR Europe

TDMR Europe works to secure appropriate and proportionate European legislation for slimming foods and is in close dialogue with a wide variety of stakeholders such as policymakers and senior officials in the relevant bodies to do this. It aims to increase awareness and understanding of specialist weight management foods such as TDRs and MRPs and coordinate detailed technical and regulatory expertise of members to develop common industry positions that help to support European public policy and regulatory decisions.



TDMR Europe also takes the argument for TDRs and MRPs in the industry to the mainstream press and the specialist media, highlighting the increasing evidence base within scientific literature regarding their efficacy and potential to change the population profile of obesity and related diseases in Europe.

TDMR Europe's members currently operate in:

Belgium, the Netherlands, Cyprus, the Czech Republic, the United Kingdom, Ireland, Austria, Denmark, Finland, Germany, Greece, Norway, Poland, the Slovak Republic, Spain & Sweden.



Why should you join TDMR Europe?

As a member of TDMR Europe, you benefit from:

Political influence

TDMR Europe has excellent relationships with politicians and officials who make and enforce the laws that affect you. We work on your behalf to help shape key pieces of legislation and ensure proportionate implementation and enforcement.

On behalf of the entire industry, TDMR Europe promotes the beneficial impacts of TDRs and MRPs for obese and overweight people and refutes common fallacies and misconceptions about the products via the mainstream and specialist traditional media and social media.

Regulatory updates & support

As a TDMR Europe member you will have access to bespoke policy and regulatory advice from a team of experienced advisors and early alerts on developments that may impact your products and business in future.

You will also have the chance to build contacts with key players and colleagues in the sector, with excellent opportunities for networking

A strong voice for the sector & communications Support

Networking

Bringing together the industry's expertise, TDMR Europe influences the complex regulatory framework of formula diet products in the EU and the UK, securing fit for purpose legislation for members' products.

Our work to date

As a result of our targeted public affairs and PR strategies, we have:

Ensured that TDRs are not classified as medical foods, avoiding a stricter regulatory framework for the programmes.

Made sure that MRPs are regulated under general food law & worked to ensure that all the additives currently authorised in MRPs are still in place, despite changes in their classification under the Additives Regulation.

Secured an exemption for TDRs and MRPs from UK restrictions on the promotion and advertising of foods high in fat, salt and sugar (HFSS).

Met with numerous policymakers to bring awareness of the role of TDRs & MRPs in tackling obesity rates in Europe.

Ensured fit-for-purpose legislation for TDRs, obtaining the inclusion of a transition period in the 2017 Delegated Act on TDRs composition and labelling requirements and, more recently, the revision of magnesium and essential fatty acids requirements to bring them in line with the latest scientific evidence.

Organised well praised webinars and events attended by regulators, policymakers, academics, physicians and industry stakeholders, to educate them about the crucial role of TDRs and MRPs in tackling obesity.

Did you know that the slimming foods sector is facing a challenging period from a regulatory perspective? Among others, the front-of-pack nutrition labelling (FOPNL) and nutrient profiles legislation that the European Commission is working on risk unfairly impacting the industry unless clear exemptions are introduced for TDRs and MRPs. Meanwhile the UK is working on a review of the regulatory framework for TDRs which may lead to a change in the composition and labelling requirements for these products. It is more important than ever for the slimming foods industry to come together and tackle upcoming legislative and policy challenges.

TDMR Europe informs the regulatory and policy context of formula diet products, combining the industry's on-the-ground expertise with decades of experience in targeted public affairs campaigns. Join TDMR Europe to make sure you have a say on the policies and legislations that affect your business.

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The European legislation that regulates TDRs and MRPs is the most stable it has been for years, as a result of TDMR Europe's highly effective public affairs strategies guided by the industry's needs. The Brexit as well as EU policy developments concerning this legislation create challenges and opportunities for the market of formula diet products. Now is the best time for businesses in the sector to join TDMR Europe and, via the policy engagement channels established by the Group, to ensure that the regulations governing their products remain appropriate and facilitate the industry's growth.

**TDMR Europe Chair,
Professor Anthony Leeds**

**TDMR Europe member,
Cambridge Weight Plan**

It is difficult to overstate the benefits of TDMR Europe to our organisation. The Secretariat not only facilitates discourse with the most influential politicians and decision-makers in the EU and UK but also provides unequalled expertise, allowing us to successfully influence regulation that meets the needs of consumers and businesses. TDMR Europe also acts as an expert spokesperson for our industry, positively promoting the benefits of our products and services.

Having been part of TDMR Europe for many years now, we have seen our representation and influence, within both the EU and the UK go from strength to strength. The expertise surrounding the processes of policy making in addition to a detailed understanding of the legislation, demonstrated by Whitehouse, almost certainly helps to underpin the significant increase in awareness of the benefits of TDR and MRP programmes amongst consumers, policymakers and HCPs alike.

**TDMR Europe member,
LighterLife**
