



BACK YOUR BODY

Holland & Barrett

The H&B Back Your Body Commitment

Our commitment will address three key areas

1.

Democratising access to trusted expertise

2.

Championing health equity

3.

Leading in science-led product innovation

The UK is facing a growing health paradox. 74% of people agree that establishing good health and wellness habits now is key to preventing illness in the future, but 45% say they are only proactive with their health “when something goes wrong”.

There is a clear gap between the ambition to build a more preventative health system, as set out in the government’s 10 Year Health Plan, and the reality. Our study shows 40% disagree that the government is actively helping them be proactive with their health.

This situation is detrimental for individuals, the workforce, and the NHS, with poor workforce health alone costing the UK economy an estimated £85 billion every year.

At Holland & Barrett, we aim to add quality years to life. As the leading health and wellness retailer, accessible on almost every high-street and online, we are ideally placed to help support the nation's shift from reactive repair to proactive health.

Introducing our new long-term H&B BACK YOUR BODY COMMITMENT.

Through our commitment we will help empower people to tune into their body sooner, give them clearer, simpler ways to understand what their body needs and take practical steps to stay well, from products rooted in science alongside 150 years of trusted advice.

Democratising access to trusted expertise

We are focused on reaching and supporting every body with trusted advice. Our report shows the challenge is no longer just access to health information, but helping people turn that information into meaningful action. As more people proactively seek out advice themselves, they are also being exposed to growing complexity, conflicting messages and a rising volume of misinformation, particularly through social media.

Holland & Barrett can help address this by turning complex science into clear, practical, trusted and adaptable support.

4,500 Wellness Champions On The High-Street & Online

Through its network of Wellness Champions, with over 500,000 hours of UK-accredited training, the brand provides free, accessible advice to support individuals before issues escalate into clinical intervention, building on more than 150 years of health expertise.

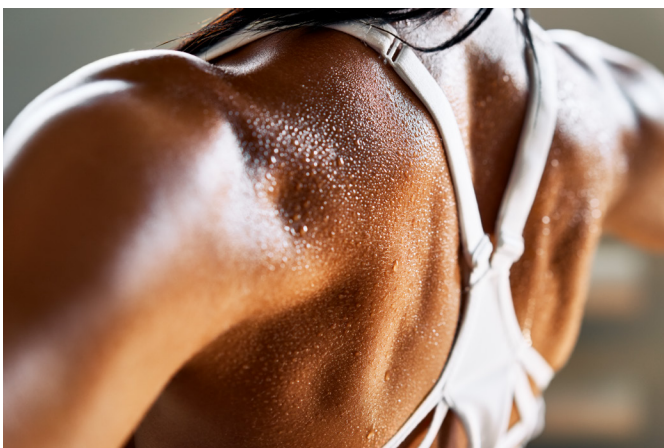
Launching Wellness Check-Ins

Over four and a half thousand Wellness Champions across our stores commit to delivering 300,000 free face-to-face Wellness Check-Ins per month, covering sleep, energy, stress, gut health and more. Open to everyone but specifically aimed at under 40s who are not eligible for the 40+ NHS Health Check, the check-ins involve a 1:1 consultation with a H&B Wellness Champion to discuss general health and wellness, including nutrition, and advice on supplements and product recommendations.

Investing in colleague training

We give people free access to qualified experts, backed by more than 500,000 hours of UK-accredited training, including 5 training modules endorsed by the Nutrition Society. We also invest £1.5million annually in training for our experts in-store and online.

Our expert advisors can provide tailored health and wellness support across the issues affecting the nation today, helping people take simple, practical steps to stay well.



Championing health equity

Access to healthcare – and therefore preventative health – is increasingly becoming a postcode lottery, underlining wider health inequalities across the UK.

We operate on the high streets nationwide, including areas where access to healthcare is perceived to be lower, helping bring preventative support closer to communities and are committed to expanding access to wellness advice, education and support to at least 10 million people annually from 2030 through community programmes, charity partnerships, and in-store, online and digital services.

Supporting improved health accessibility

Our new partnership with Well Pharmacy has introduced a 'pharmacy of the future' concept, integrating clinical services, prescription collection and wellness support into a single, accessible destination.

Through our partnership with Randox Health, we are expanding access to preventative diagnostics, including in-store blood testing and personalised health insights, with over 10,000 tests already completed across initial locations.

Supporting improved health equity

Holland & Barrett has long championed the health of underrepresented communities.

Recognising women's health has been underserved for too long, we have a dedicated Women's Health Coach in every store with expanded training created by medical professionals on the menstrual cycle, to offer free, personalised support and signposting to GPs when appropriate. Appointments are also available with our Women's Health Coaches who speak native Urdu, Gujarati, Punjabi and Hindi.

Our free menopause and menstrual helplines, in partnership with Menopause Mandate and The Endometriosis Foundation, will continue to offer further support and guidance on the hormone cycle and any symptoms.

We will continue to invest in our Women's Health Community Fund to better reach and serve a broader spread of communities and support women's health-focused projects to support thousands more women in underserved communities.

Championing our champions' bodies

At Holland & Barrett, our colleagues are at the heart of everything we do. Through a dynamic and impactful programme of health and wellbeing initiatives, we champion the health of our people through access to expert advice and preventative care, alongside everyday wellbeing support to empower health action. These include a yearly Randox diagnostic health test (for colleagues who have been with us six months or more), access to a private GP service, and heavily discounted products both in-store and online.



Leading in science-led product innovation

Holland & Barrett offers one of the widest range of science-led wellness products, available in-store and online. Our team of experts continuously source the latest evidence-based ingredients and innovations from around the world, bringing trusted, high-quality solutions directly to customers.

100% of our 800+ H&B own-brand products are created in collaboration with our in-house registered nutritionists, chefs and experts, ensuring a focus on evidence-based wellness.

WE ARE COMMITTED TO BACKING EVERY BODY NOW TO ADD QUALITY YEARS TO LIFE.

**BACK
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BODY**

Holland&Barrett