



IADSA

International Alliance of Dietary/  
Food Supplement Associations

Dear Industry Members

## Please Mind the Gap!

Have you heard about Mind the Gap? It is our new information resource that showcases positive, compelling and easy-to-share stories about supplements.

## We need your help!

From 3 June 2019, for six weeks, we will be promoting Mind the Gap once a week on social media. Please 'follow' IADSA on [Twitter](#) and [LinkedIn](#) and look out for our Tweets and posts. When you see them, retweet or repost them to your followers, making sure you use the hashtag [#iadsamindthegap](#). With your help, we can reach the widest audience possible and spread the word about the value of supplements.

Our first Mind the Gap stories, about vitamin D, can be viewed at [iadsa.org/mind-the-gap](https://iadsa.org/mind-the-gap). More will follow in the near future.

Thank you in advance for your support and help in making [Mind the Gap](#) a success!

Kind regards  
IADSA

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