



NPA Retailer's Staff Education Toolkit

The Natural Products Association (NPA) is helping educate retailers and their staffs about the legal parameters governing dietary supplement claims. This toolkit gives you another option to help educate your sales staff on what should and should not be discussed with customers. The kit also contains customer-friendly materials for your stores.

For Sales Staff

- **Dietary Supplement Claims Handbook (15 pages):** Topics cover what information may be shared, how dietary supplements are regulated, how to handle health claims, and what manufacturers can say. Also learn how to handle FDA inspections of your store and what third-party nutritional information you can give to your customers. The Handbook is the most important part of the toolkit and should be the first step of the training program.
- **Tri-fold brochure (2 pages):** A summary of highlights from the more comprehensive Handbook. To be referred to after covering the Handbook.
- **Two-sided wallet card (2 pages):** Staff members can use this for quick reference when discussing supplements.

For Use with Customers

- **Shelf-talker (1 page):** Explains what type of verbal and print information customers can expect to receive.
- **Two-sided customer flyer (2 pages):** Offers a brief overview of federal regulations for dietary supplements and the information that can be offered in the store.
- **Poster(1 page):** Tells customers how your staff may help them.

Let us know how you used the toolkit and what the results were. Send us your feedback at natural@npainfo.org. Get more information and resources for retailers at www.npainfo.org/retailkit.