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## NEWS RELEASE

For Immediate Release  
June 7, 2017

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# NPA Recognizes Outstanding Contributions to the Natural Products Industry

*Award Winners Celebrated at The Big Natural, June 9<sup>th</sup> in Las Vegas*

**WASHINGTON, D.C.** – The Natural Products Association (NPA) today announced winners of the 24th Annual NPA Awards, honoring outstanding individuals in government and businesses that have made valuable contributions to the success of the natural products industry. The awards will be handed out during NPA’s The Big Natural on June 9<sup>th</sup> at 8:00 am at the Linq Hotel in Las Vegas, Nevada.

“The Big Natural is the premier event for the industry and we’re proud to honor the best and the brightest people who have contribute to its success over the past year,” said Daniel Fabricant, Ph.D., NPA Executive Director and CEO. “We look forward to continuing to support and collaborate with leaders in government and business who strive to further the growth of and access to natural products for consumers.”

The winners of the 2017 NPA Awards include:

### **President’s Award Roxanne Green**

The President’s Award recognizes an individual who has made long-term contributions or a one-time, significant impact to the natural products industry. Roxanne Green has spent more than 34 years as a member-owner/staff of PCC Natural Markets in the Seattle area. During her tenure at PCC she has worked within many departments, was an assistant store manager, and served on the team opening new stores. Her passion led her to coordinate the HBC department where she currently mentors and educates both staff and loyal customers while maintaining pro-active vendor relations. Currently she is the HBC Coordinator at the Redmond store, part of their management team, and is one of the main ingredients screeners for PCC’s personal care products. She has served on the NPA NW board for 11 years, four as the president. She has served on the NPA National board for 10 years, two as President.

### **Lifetime Achievement Award Charles McClain “Mac” Haddow and John Haddow**

The Lifetime Achievement Award is bestowed to a pioneer in the natural products industry. The Haddow brothers are receiving this award for their perseverance in assisting with the passage of DSHEA, which was instrumental to the industry. Mac and John Haddow are partners at Upstream Consulting, a government relations, public affairs, and management consulting firm in Washington, DC.

Charles McClain “Mac” worked as the chief-of staff at the U.S. Department of Health and Human services. Mac led the internal review of the FDA initiative to regulate dietary supplements that reined in the cooperation by FDA with then Senator Roth to impose stiff regulations on the natural products industry. John Haddow has been a veteran of the Washington political scene for over four decades, serving as a legislative director in the U.S. Senate and handling a wide variety of issues ranging from human resources to foreign policy and tax questions. As a key congressional staffer, Haddow was actively involved in formulating key legislation at both the personal office and committee staff levels.

### **Industry Champion Award Senator Orrin Hatch (R-UT)**

The Industry Champion Award recognizes individuals who have made notable contributions to the natural products industry above and beyond commercial success. Now in his seventh term as Utah's senator, Orrin Hatch is the most senior Republican in the Senate. Senator Hatch credits his personal health to his daily nutritional supplements, leading him to be an advocate to the natural and dietary supplement industry. He played a key role in the passing of DSHEA and in 2016 introduced legislation to expand Health Savings Accounts and Flexible Spending Accounts to include dietary and nutritional supplements. Most recently Senator Hatch has continued to support the industry by focusing his efforts on keeping vinpocetine on the market.

### **Novel Ingredient and Science Award Nutrition 21 – Nitrosigine®**

The Novel Ingredient and Science Award is given to a person or company, who has developed a novel ingredient with far reaching applications, clinical disease utility, health benefit, or regulatory safety achievement, demonstrated through sound scientific research. NPA awarded Nutrition 21 for its new dietary ingredient Nitrosigine®, which has earned the highest recognition from FDA for identity and safety.

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is a leader in the nutritional supplement industry. With many years of biotechnology and pharmaceutical experience, the Company's scientific platform has created unique, patented products that are safe and clinically effective. Rigorous preclinical and clinical trials are a key part of its product development strategy to ensure product safety and consumer trust. Nutrition 21 currently holds over 100 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, cognition, and sports nutrition. The Company is a developer and marketer of efficacious, high-value, clinically substantiated ingredients for dietary supplements, medical foods and beverages.

Nitrosigine®, a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status; affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. Nitrosigine® is scientifically engineered to boost nitric oxide levels. The Nitrosigine® complex bonds arginine and silicate – unlocking powerful synergistic effects. It is a safe, non-stimulant, effective ingredient that is easy to formulate into new and existing products for sports nutrition, men's health and cardiovascular health.



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For more information on the winners, please visit [www.NPAinfo.org/awards](http://www.NPAinfo.org/awards).

### **Natural Products Association**

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,400 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit [www.NPAinfo.org](http://www.NPAinfo.org).

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