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NEWS RELEASE

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NPA Declares Victory Following FDA's Decision to Delay Costly and Burdensome Nutrition and Supplement Facts Labeling Rule, Saving Consumers Hundreds of Millions of Dollars

WASHINGTON – The Natural Products Association (NPA) today declared victory following [the Food and Drug Administration's \(FDA\) decision](#) to delay its Nutrition and Supplement Facts Labeling rule, a move that will save consumers hundreds of millions of dollars. NPA worked directly to influence the Administration's final decision, including meeting with Administration officials two times in six weeks at the Office of Management and Budget (OMB), including one with NPA board members as part of Natural Products Day. NPA requested an extension in comments filed with the FDA, which can be viewed [here](#).

"We appreciate the Administration hearing us out on this issue, they clearly want a regulatory system that strikes the right balance of consumer protection and access, not killing jobs or burdening consumers with extra costs," said Daniel Fabricant, Ph.D., President and CEO of NPA. "NPA was out in front on this issue from day one, and we are pleased to see the Administration keep its promise to protect consumers and small businesses from burdensome regulations. This is a big win for our industry but more importantly for consumers that will save hundreds of millions of dollars because of our efforts. This is what NPA does in Washington on behalf of its members and the millions of American consumers that use our products every day."

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 approximately 1,000 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. Follow NPA on social media:

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