NATURAL PRODUCTS ASSOCIATION

440 1st St. NW, Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250

NEWS RELEASE

For Immediate Release
February 8, 2018

Contact: Justin Bartolomeo
(202) 789-4365
jbartolomeo@hdmk.org

NPA Continues Work With FDA to Streamline Regulations, Protect Consumers

Smart Reform Will Unlock Full Potential of Natural Products Industry and Save Consumers and Businesses Billions of Dollars

WASHINGTON, D.C.– The Natural Products Association today reinforced its position that the Food and Drug Administration should streamline regulations to keep consumers safe as the demand for natural products continues to grow, a move that could save the government, consumers and businesses billions of dollars. NPA's comments are in response to President Donald J. Trump's Executive Order to streamline regulations for American businesses. NPA has been the leading voice among the natural product and nutritional supplement trade associations to weigh in publicly with comments to the FDA on this issue. In addition to comments filed this week, NPA has also:

- submitted comments to the U.S. Small Business Administration;
- submitted comments to the Center for Safety and Applied Nutrition;
- promised to work with President Trump to streamline regulations in a letter .

"The United States has the safest food and drug supply in the world but that doesn't mean there aren't areas where we could see some improvement," said Daniel Fabricant, Ph.D., President and CEO of NPA. "Booming demand for natural products means that a streamlined and efficient regulatory structure is critical in order to protect consumers and public health. We are pleased to work with the Trump Administration to ensure that health conscious American consumers have access to the products they use every day."

The natural, organic and healthy consumer products sector is predicted to expand with a compound average growth rate of nearly 9 percent over the next two years to $252 billion by 2019, according to one industry source. "Smart, commonsense regulatory reform with a focus on protecting public health will unlock the full potential of our industry and ensure we remain on a level playing field with our overseas competitors," added Dr. Fabricant.

NPA highlighted a number of regulatory issues (final rules, codified federal regulations, and federal guidance documents) for the Trump Administration to consider, including an antiquated regulation at USDA that is in conflict with how dietary ingredients are treated under DSHEA:

- **Use of Animal-Derived (Livestock) Thyroid Glandulars as Dietary Ingredients for Use in Dietary Supplements**: Presently, an antiquated USDA regulation prevents the sale of livestock derived products in food, but thyroid glands are old dietary ingredients under DSHEA because they were marketed and sold in interstate commerce prior to October 15, 1994. These competing regulations are causing confusion among small business owners and therefore, the use of thyroid glandulars as dietary ingredients should be exempt from USDA regulation.

NATURAL PRODUCTS ASSOCIATION

440 1st St. NW, Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250

- **Environmental Protection Agency's (EPA's) Reclassification of Dietary Supplements as Pharmaceuticals:** Dietary supplements are regulated under the Dietary Supplement Health and Education Act and the Federal Food Drug and Cosmetic Act by the FDA. Under the FDCA, dietary supplements are not classified as pharmaceutical products and therefore should not be included in the definition of hazardous waste pharmaceuticals. By merging two commodities under one definition, the proposed rule would contradict the intent of DSHEA.
- **Food and Supplement Labeling – FDA's Final Rule to Change Nutrition and Supplement Facts:** NPA has requested a 3-year delay in the implementation of these final rules to understand whether FDA possess empirical data to support that these changes are necessary and material AND assess their economic impact to small businesses more accurately.
- **Regulation of New Dietary Ingredients (NDIs):** NPA has been actively involved in working with the FDA on its draft guidance for NDIs. NPA has requested that the FDA consider the economic impact on small businesses as part of their rewrite of NDI guidance.
- **Small Business Suppliers of Vinpocetine**: The FDA recently took steps to ban a 5-time acknowledged dietary ingredient through issuing an administrative proceeding. The FDA's actions are causing confusion in the industry and NPA has asked the FDA to clarify that the product is not banned by issuing a notice in the Federal Register.

NPA's comments including a full list of proposed regulatory reforms can be viewed here.

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:

- Facebook: Natural Products Association and The Natural Seal
- Twitter: NPA National and NPA Natural Seal
- LinkedIn: Natural Products Association, Natural Products Group and Grassroots Action Network

Natural Products Association: 440 1st Street, NW, Ste. 520, Washington, DC, 20001

# # #

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:

440 1st St. NW, Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250

- Facebook: Natural Products Association and The Natural Seal
- Twitter: NPA National and NPA Natural Seal
- LinkedIn: Natural Products Association, Natural Products Group and Grassroots Action Network

Natural Products Association: 440 1st Street, NW, Ste. 520, Washington, DC, 20001

# # #