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NEWS RELEASE

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The Big Natural Debuts to Rave Reviews ***Natural Products Association Redefines Their Official Event with The Big Natural***

WASHINGTON, D.C. – The Natural Products Association debuted its new official event, The Big Natural, to rave reviews from attendees, sponsors, NPA members and non-members. More than 100 of the industry’s top executives and decision makers gathered in Las Vegas, NV from June 7-9 for a packed program focused on education and networking.

The Big Natural is the only event in the industry where people can make a direct investment back into the industry, with 100 percent of profit going directly to education and advocacy initiatives.

“We designed this event to address the issues that are keeping people up at night in our industry,” said Dan Fabricant, Ph.D., President and CEO of NPA, “Based on the feedback that we’ve received, we accomplished what we set out to do.”

“The Big Natural proved to be the place where natural products executives meet to move our business – and the entire industry forward,” said Joe Weiss, President of Nutrition 21.

The Big Natural was created to give attendees access to experts who want to understand how to deal with the political and business challenges the industry is facing and real world solutions to solve them.

NPA also elected a new Board of Directors during the conference, naming Mark Ledoux, CEO and Chairman of the Board of Natural Alternatives International, as Chair. "NPA has turned a page, borrowing from its venerable past, and having the courage to look at the future with clarity and confidence in its purpose," said Mark Ledoux, Chair of NPA, "The Big Natural event marks a pivot point for NPA and the industry in many ways, by asking the tough questions of the experts and not being afraid to get the answers."



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NPA also has plans to use the event to recruit new members through an outreach strategy to attendees that have not yet joined the association.

The dates of next year's conference will be announced soon.

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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.

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