

# Does Your Sales Staff Know How to Talk About Supplements?

In May 2010, the U.S. Government Accountability Office (GAO) conducted undercover investigations at some retail establishments and found salespeople making inappropriate claims about dietary supplements during conversations with customers. Retailers in violation of the laws governing what information may be conveyed about dietary supplements and their use **may be subject to enforcement action** through the FTC or the FDA, **including fines or other legal penalties.**

**You don't want this to happen to you.**

The NPA Retailer's Staff Education Toolkit will help your sales staff know what should—and should not—be discussed with customers.

Go to [www.NPAinfo.org/Toolkit](http://www.NPAinfo.org/Toolkit) and download the printable kit to share with your staff and customers.

**NPA members:** Contact [Natural@NPAinfo.org](mailto:Natural@NPAinfo.org) for a link to a members-only kit you can personalize with your store's logo.

## What's in the kit?

**Dietary Supplement Claims Handbook** explaining government regs and permitted information, a **highlights brochure** and a reminder card for staff to use out on the sales floor.

A **shelf-talker card**, handy informational **customer flyer** and a **poster**, all explaining how your staff can help customers.



Download the NPA Retailer's Staff Education Toolkit

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