

Good Nutrition Saves Lives *and* Billions of Dollars in Health Care Costs

From Preconception to the Senior Years, Good Nutrition is the Cornerstone of Preventive Health Care

Dietary supplements not only improve health and quality of life, but reduce health care expenditures by billions according to recent studies conducted by The Lewin Group. Some of the potential savings estimated over a five-year period include:

- Daily intake of approximately 1,800 milligrams of omega-3 fatty acids can reduce the occurrence of CHD (coronary heart disease) among the over-65 population. *Approximately 384,303 hospitalization and physician fees of \$3.1 billion due to CHD could be avoided.*
- Daily intake of six to 10 milligrams of

lutein with zeaxanthin may help reduce the risk of age-related macular degeneration (AMD). *Approximately 98,000 individuals could avoid the loss of central vision resulting from advanced AMD and the transition to dependence in the community or a nursing facility, a savings of \$2.5 billion.*

- Daily intake of 1,200 milligrams of calcium with vitamin D among the over age-65 population could prevent approximately 734,000 hip fractures and hospital, nursing facility, and physician costs of \$13.9 billion.

- If 10.5 million additional women (of the 64 million American women of child bearing age) began taking 400 micrograms of folic acid daily before becoming pregnant, *approximately 600 babies would be born without neural tube defects and \$1.3 billion in lifetime costs could be saved.*

The Lewin Group, a wholly owned subsidiary of Quintiles Transnational, is a nationally recognized health care and human services consulting firm specializing in helping public and private sector clients solve complex problems in healthcare and human services with policy analysis, research and consulting.

Healthy Products for a Healthy Life

The Food and Drug Administration (FDA) has authorized a number of health claims for conventional foods and dietary supplement ingredients. Here are some examples of FDA-approved health claims:

- Soluble fiber from whole oats can reduce the risk of coronary heart disease.
- 25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.
- Calcium can reduce the risk of osteoporosis and maintain bone health.
- Daily consumption of folic acid reduces birth defects.



Knowing “Natural” Means Natural

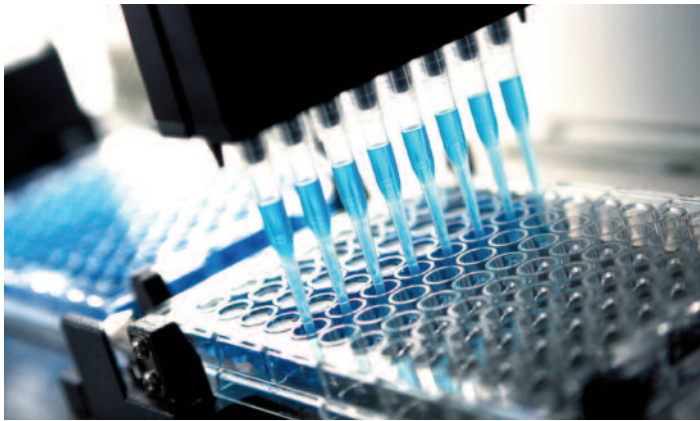
The natural product industry is growing rapidly, but there is no regulation for the term “natural,” leaving consumers in the dark as they evaluate their purchases. To address this, NPA created the first Natural Certification Standard for Personal Care Products and, in 2010, for Home Care Products. These programs define natural and feature an easily-identifiable seal to distinguish products meeting the standard. Since its start in 2008, NPA has granted natural certification to more than 600 products and ingredients. The association is gearing up to launch a branch of its natural certification program focused on food products in 2011.

To see the list of certified products, visit www.TheNaturalSeal.org.

Products must follow strict guidelines to merit bearing the seal; the criteria include, but are not limited to:

- At least 95% truly natural ingredients or ingredients derived from natural sources, excluding water.
- Full disclosure of ingredients on the label.
- Ingredients from a purposeful, renewable/plentiful source found in nature (flora, fauna, mineral).
- No ingredient can have potential human health risks and products must be free of parabens, phthalates, formaldehyde-donors, and ethoxylated ingredients.
- Unnatural ingredients can be used only when viable natural alternatives are unavailable.
- Allowed processes are limited to “kitchen chemistry,” avoiding toxic reagents and byproducts.





Self-regulation and Education are Key Elements that Increase Safety, Quality, and Consumer Confidence

The Natural Products Association is committed to providing guidance and opportunities for its members to succeed in every aspect of the industry, including compliance with regulations and guidelines that govern the natural products industry. NPA's Global Government and Scientific Affairs department oversees TruLabel®, a dietary supplement label registration and random-testing program. The TruLabel program is a valuable resource to the association, and can provide substantiated information when elected officials and regulatory agencies have questions or make incorrect statements about products. Results from the random testing has been beneficial to the industry also, to address concerns about product or ingredient quality.

The department also is charged with implementing its self-regulatory effort—third-party certified good manufacturing practices (GMPs) for all supplier members. NPA GMP certification is awarded to companies that meet a high level of compliance to the NPA GMP standard as verified through comprehensive third-party inspections of facilities and GMP-related documentation.

In an industry first, the Natural Products Association created a program for testing Chinese raw materials for purity and composition in 2007. The program was a response to industry's efforts to maintain product quality and reliability as competition to supply ingredients and raw materials to the industry grows. Under the program, raw materials used in the most common dietary supplements are tested in the U.S. Pharmacopeia's (USP) Shanghai, China laboratory before being shipped to U.S. manufacturers.

NPA also is helping educate retailers and their staffs about the legal parameters governing dietary supplement claims. The association's Retailer's Staff Education Toolkit gives retailers another option to help educate their sales staff on what should and should not be discussed with customers. The kit also contains customer-friendly materials for use and display in stores.

Aside from GMP certification training, NPA offers a wide range of educational sessions throughout the year, from topical webinars and teleconferences, to formal classes at trade shows and conventions.

About the Natural Products Association

Founded in 1936, the Natural Products Association is the nation's largest and oldest non-profit organization dedicated to the natural products industry. The Natural Products Association represents over 1,900 members accounting for over 10,000 retail, manufacturing, wholesale, and distribution locations of natural products, including foods, dietary supplements, and health/beauty aids. The association supports a strong grassroots network of members and consumers passionate about products that contribute to healthier lifestyles.



The Natural Products Association has been a leading industry watchdog for 75 years, acting as an advocate on regulatory and legislative issues affecting natural products. Headquartered in Washington D.C., the association also has five regional offices throughout the country.

About the Natural Products Foundation

The Natural Products Foundation is organized exclusively to stimulate and support research, education and knowledge regarding dietary supplements, nutritional foods, and related products, with the overall objective of advancing the knowledge of the public, and thereby, improving the public health.



The Natural Products Foundation's mission is to enhance and promote the integrity of natural products through quality, science and education.

Principal Purposes

- To promote product and label integrity and to develop adequate guidelines to improve the quality of dietary supplements, health products, and related services
- To develop programs for the natural products industry to self-police on regulatory and quality issues;
- To encourage and support nutrition research and disseminate the findings
- To provide oversight to the industry and encourage compliance to established regulatory guidelines
- To serve as a unified voice for consumers, and for educators, scientists, retailers, marketers, distributors, brokers, manufacturers, suppliers, and other parties interested in promoting optimum health.

