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## NEWS RELEASE

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### **New Protein Powder “Study” is Poisonous Fake News *Shadow Group that Slams Healthy Protein Powder Products Has Ties to Corporate Interests & Won’t Publish Actual Study, Funders***

WASHINGTON, DC – A recent “study” by a new organization with ties to corporate interests claimed that many of the country’s most popular protein powders posed health threats. The Natural Products Association today responded to the Clean Label Project, a 501(c)(3) non-profit that does not disclose its secret donors or the methodology it uses to “test” products and produced the “study” that was not peer-reviewed nor fully released.

On its website, Clean Label Project claims to “value the power of unbiased science and data-based decisions” and “the power of knowledge and imparting that knowledge in a straightforward and useful way to the public for the greater good” and to “value every consumer’s right to know what is in the products they purchase.” Despite these claims, the non-profit has refused to release the methodology of the study or the donors that fund its projects.

“This so-called ‘study’ doesn’t even rise to the level of junk science because there’s no science in it at all. This fake news poisons the well with misinformation and innuendo and could actually threaten the ability to protect consumers from harmful products,” said Dan Fabricant, Ph.D., president and CEO of the Natural Products Association. “NPA believes this shadow group should disclose its funders and the methodology it used to produce this study so the public can make an educated decision about what products to use.”

- The non-peer reviewed study regarding protein powder claims to have found “detectable” levels of arsenic in protein powder products. As the Food and Drug Administration has made clear, these types of products are “*present in the environment as a naturally occurring substance or as a result of contamination from human activity. It is found in water, air, soil and foods. In foods, arsenic may be present as inorganic arsenic (the most toxic form of arsenic) or organic arsenic (non-toxic). Suggesting any sort of threat to human health, (i.e. rat poison) as these people have done here without determining the type of arsenic is irresponsible and misleading.*”
- The study also claims levels of contamination in products that are in fact much lower than what is considered to be safe by the FDA, and by what is found in regular every day foods like boiled shrimp, salad dressing, mixed nuts, and Brussels sprouts. FDA has established limits on things like lead but this study fails to mention them, yet suggests a public health problem.



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- Clean Label Project profits from referring products to online retailers that it lists on its website.
- The Clean Label Project says its director serves on the board of a “global food brand” but refuses to name which one.

#### **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 1,000 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](http://www.NPAinfo.org). Follow NPA on social media:

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