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CRN: The Short Report

A topline report from the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement and functional food industry

CRN launches beta testing of dietary supplement product registry—the Supplement OWL

Nine companies are voluntarily beta-testing the new dietary supplement product registry—branded “The Supplement OWL” (Online Wellness Library)—to provide feedback on the process of entering labels and product information into the industry-wide online tool being developed in partnership by CRN and UL.

The Supplement OWL, set to be unveiled at *The Conference* in October, will be “a potential game changer for our industry,” according to CRN CEO and President Steve Myster. Manufacturers will be able to begin inputting product labels into the registry as early as Nov. 1, and retailers, regulators, and other stakeholders will have access to this information at no charge. CRN plans outreach to retailers once the registry is operational to advise them how it can help promote transparency for dietary supplements in their stores.



CRN quick to analyze impact of newly released NDI draft guidance

CRN immediately jumped into action after FDA issued the latest New Dietary Ingredient (NDI) draft guidance in August, planning an industry-wide webinar featuring FDA’s Cara Welch, Ph.D., and other regulatory and legal experts. The webinar is available on-demand and covers topics of particular interest to retailers, including considerations for determining a dietary ingredient’s legal status (“old” or “new”), who should submit an NDI notification, and what obligations product marketers have with respect to the combinations of ingredients in their finished products.

CRN embraced some aspects of the new draft guidance, advising that although there are still significant areas of concern that CRN will address in formal comments, the association was encouraged by the fact that FDA had updated the draft guidance by taking into account many of industry’s concerns from the previous version.

Supplement Facts

The Federal Trade Commission (FTC) enforces the federal laws requiring that dietary supplement claims in advertising are truthful and not misleading, and substantiated with scientific evidence.

Find more facts: www.crnusa.org/supplementfacts



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CRN's efforts inform and enlighten state attorneys general

CRN is aggressively working to bridge the gaps between the dietary supplement industry and state attorneys general (AGs) and other elected officials in an effort to educate these officials about the substantial federal regulations with which supplement marketers must comply. As part of an outreach program, CRN and its member companies have been key forces in facilitating face-to-face meetings between industry representatives and state AGs, conducting facility tours for these officials, and attending (and speaking at) AG conferences across the country.



In September, CRN member company FoodState welcomed New Hampshire Attorney General Joseph Foster to its local facility, and in August, Rep. Mark Sanford (R-SC) visited CRN member company Nutramax Laboratories' South Carolina headquarters. These visits follow other site visits and meetings with state AGs and legislators conducted throughout the summer. These meetings encourage elected officials to observe, first-hand, the industry's good manufacturing practices and attention to regulation and safety requirements.

CRN present among 3,000+ bloggers at #BlogHer16

Seeking to develop stronger working relationships with bloggers who write about nutrition and health, CRN served as a sponsor at #BlogHer16 in Los Angeles in August, the largest conference for female bloggers in the country. Offering up eight Wellness Ambassadors—doctors and registered dietitians—at its booth to answer health and lifestyle questions and talk about the role of supplements in good health, CRN positioned itself as an educational resource, connecting with those interested in fueling their blog's content with science-based, balanced information.

"As the leading trade association for our industry, it is imperative that we stay current with communications trends and adapt best practices," said Judy Blatman, senior vice president, communications, CRN. "The BlogHer conference has a stellar reputation, and the community is made up of the savviest online communicators. It was the ideal opportunity for us as we seek to increase awareness of the benefits of dietary supplements and generate new relationships within the blogging landscape." This event is another way CRN connects consumers with positive, accurate information about dietary supplements.



Like what you see? Have questions?

E-mail Julia Shenkar (jshenkar@crnusa.org) to be added to CRN's list to receive press releases and other news, or to ask a question about something you've read here.