



## Council for Responsible Nutrition

*The Science Behind the Supplements*

**THE COUNCIL FOR RESPONSIBLE NUTRITION** (CRN), founded in 1973 and based in Washington, D.C., is the leading trade association representing dietary supplement and functional food manufacturers and ingredient suppliers.

CRN companies produce a large portion of the dietary supplements marketed in the United States and globally. Our member companies manufacture popular national brands as well as the store brands marketed by major drug stores, supermarkets discount chains. These products also include those marketed through natural food stores and mainstream direct selling companies.

CRN represents more than 180 companies that manufacture dietary ingredients and/or dietary supplements, or supply services to those suppliers and manufacturers. Our member companies are expected to comply with a host of federal and state regulations governing dietary supplements in the areas of manufacturing, marketing, quality control and safety. Our supplier and manufacturer member companies also agree to adhere to additional voluntary guidelines as well as to CRN's Code of Ethics.

### CRN's mission

To sustain and enhance a climate for our members to responsibly develop, manufacture and market dietary supplements, functional foods and nutritional ingredients.

## What does CRN do?



CRN provides its member companies with expertise and action in the areas of science, regulation, legislation, communications and international affairs. CRN takes a leadership role in advocating for public policy based on sound science and the ability for consumers to have access to a wide variety of high quality, safe and beneficial dietary supplement products.

For a list of our member companies, visit:

[www.crnusa.org](http://www.crnusa.org)

For more information about joining CRN, contact Carl Hyland, Vice President, Membership Development 202-204-7674 / [chyland@crnusa.org](mailto:chyland@crnusa.org)

## 80% of U.S. adults take dietary supplements



### It's worth knowing more

about who's taking what  
—and why?

Where are they buying?

Who do they trust?

What are some of their  
other healthy habits?

**CRN has that data.**

For more than two decades, the **CRN Consumer Survey on Dietary Supplements** has served as the leading source for data on the attitudes and behaviors of the dietary supplement consumer.

CRN members receive special pricing on thousands of datapoints. Learn more: [CRNSupplementSurvey.com](http://CRNSupplementSurvey.com)

For more information on the Council for Responsible Nutrition (CRN) and the work we do to advance the dietary supplement industry, visit our website:

[www.crnusa.org](http://www.crnusa.org)

Here are some snapshots of what we do:

### Americans love supplements



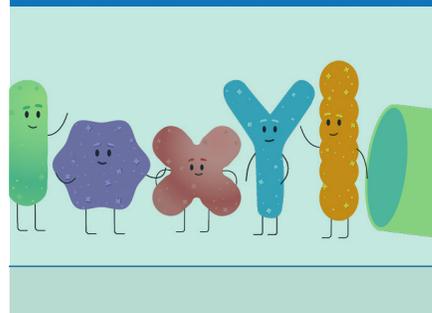
The 2021 CRN Consumer Survey on Dietary Supplements found that 80% of American adults take dietary supplements and 85% say they have confidence in their safety and quality. With thousands of additional data points, CRN's survey is a leading source for data on the attitudes and behaviors of the dietary supplement consumer. Learn more: [www.CRNSupplementSurvey.com](http://www.CRNSupplementSurvey.com)

### Making our voices heard



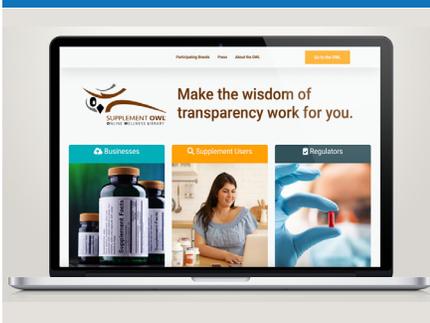
As the leading voice advocating on Capitol Hill for the responsible dietary supplement industry, CRN holds an annual "fly-in." Due to the pandemic, CRN adapted its outreach in 2020 with a "Supplement Advocacy Send-In" letter writing campaign, spotlighting CBD, among other key issues. CRN continues to adapt its legislative tactics to optimize engagement. Most recently, CRN developed information to help in outreach on NAC. Learn more: [www.crnusa.org/NAC](http://www.crnusa.org/NAC)

### Probiotics: What's Inside is Alive



CRN developed an educational initiative on the intricacies of probiotic products. The initiative includes a retail buyer's guide, scientific white paper, videos, infographics, and questions to ask vendors about probiotic supplements. Proper labeling of probiotics comprises three components: identity, quantity and viability. Retailers should inquire about all three when curating the products for their shelves. Learn more: [www.crnusa.org/probiotics](http://www.crnusa.org/probiotics)

### Have you uploaded your product labels yet?



The Supplement **OWL**® (Online Wellness Library)—the dietary supplement product registry—is an industry-wide, self-regulatory initiative that's helping increase transparency and accountability in the marketplace by providing a more complete picture of the marketplace for regulators, retailers and industry, and consumers. Are your company's labels (including store brands) in yet? Learn more: [www.SupplementOWL.org](http://www.SupplementOWL.org)

### Healthy products support a healthy economy



According to an independent economic impact report funded by CRN and conducted by John Dunham and Associates, the dietary supplement industry is a major economic engine contributing \$122 billion to the U.S. economy and employing more than 750,000 Americans. Learn more: [www.crnusa.org/impact](http://www.crnusa.org/impact)



### The COVID-19 and Vitamin D Education Center



The "Vitamin D & Me!" initiative delivers unbiased education on the latest science. Visitors to the site can browse summaries of key research on vitamin D and COVID-19, with a "take home message" for each. In addition, the research area of the site offers a summary table of ongoing studies. The site also includes interviews with scientific experts, educational information on what vitamin D means to health status, and vitamin D in the news. Learn more: [www.VitaminDandMe.org](http://www.VitaminDandMe.org)