



## Council for Responsible Nutrition

*The Science Behind the Supplements*

**FOR IMMEDIATE RELEASE**

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### **SUPPLEMENT INDUSTRY TRADE ASSOCIATION URGES CRACKDOWN ON CORAL CALCIUM CLAIMS**

WASHINGTON, D.C., *May 16, 2003* – The Council for Responsible Nutrition (CRN), one of the dietary supplement industry’s leading trade associations, yesterday urged the Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) to take action against outrageous marketing claims for the dietary supplement product, coral calcium.

CRN sent a five-page letter to the regulatory agencies requesting enforcement action be taken against the “miracle cure” marketing claims being made for coral calcium by Robert Barefoot and other companies marketing coral calcium products using unsubstantiated claims. The letter was developed in consultation with Anne Maher, Esq., former assistant director of the FTC Division of Advertising Practices.

According to CRN President Annette Dickinson, Ph.D., “The entire industry is tarnished when irresponsible companies appear to be getting away with making illegal claims. The dietary supplement industry is regulated by FDA and FTC and we look to those agencies to take appropriate enforcement action so consumers can trust that dietary supplements are marketed truthfully.”

Coral calcium undoubtedly has the recognized benefits of all sources of calcium in building and maintaining healthy bones; however, some of the claims being made for certain coral calcium products go far beyond what is approved and what can be substantiated.

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CRN recently joined with other industry trade associations in issuing an industry advisory for marketers, retailers and consumers urging them not to promote, sell or purchase dietary supplement products claiming to prevent, treat or cure SARS. A similar industry-wide advisory was issued for anthrax in 2001.

CRN, founded in 1973, represents mainstream dietary supplement ingredient suppliers and manufacturers. CRN members adhere to a strong code of ethics, comply with dosage limits and manufacture dietary supplements to high quality standards under good manufacturing practices.

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**Note to Editor:** A copy of the CRN letter to FDA and FTC is available at:  
[http://www.crnusa.org/leg\\_comments\\_FDA.html](http://www.crnusa.org/leg_comments_FDA.html) or by calling Judy Blatman at 202-204-7962.