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**CRN URGES GOVERNMENT TO PROVIDE CONSUMERS WITH MORE
REALISTIC NUTRITION ADVICE**

–Comments on Dietary Guidelines Report Urge Use of Multivitamin–

WASHINGTON, D.C., *September 21, 2004* – In comments submitted today to the Department of Health and Human Services and the United States Department of Agriculture on the report of the 2005 Dietary Guidelines Advisory Committee, the Council for Responsible Nutrition (CRN), one of the dietary supplement industry’s leading trade associations, expressed concern that the report did not provide consumers with realistic, manageable targets for improving dietary habits.

According to CRN President Annette Dickinson, Ph.D., “We believe the committee has not sufficiently recognized the role of dietary supplements as a convenient, economical and nearly calorie-free tool for improving nutrient intake.”

Dr. Dickinson suggested that a tenth overall recommendation – “Consider a daily multivitamin” – would encourage the general population to remedy nutrient shortfalls while not adding to already elevated caloric intakes.

Recognizing the report’s proper emphasis on obtaining adequate nutrient intake from conventional foods, Dr. Dickinson nevertheless emphasized that for people already consuming an adequate number of calories, and for people with limited budgets, calories and cost may be two reasons to consider opting for a dietary supplement to compensate for recognized nutrient shortfalls.

Dr. Dickinson commended the committee for determining that the appropriate intake target for an individual is the Recommended Dietary Allowance (RDA) or the Adequate Intake (AI) established in the Dietary Reference Intakes.

However, she urged a “dose of reality” in finding a realistic approach to nutritional improvement that would bridge the gap between what people really eat and the lofty food patterns offered by the committee.

For a complete copy of the comments submitted by the Council for Responsible Nutrition (CRN), visit http://www.crnusa.org/about_guidelines.html.

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Note to Editor: The Council for Responsible Nutrition, founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement industry 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. For more information on CRN, visit <http://www.crnusa.org>