



April 22, 2021

The Wisdom of Transparency has never been more evident in this industry.

Four years ago, the **Supplement OWL**[®] was hatched as a voluntary, self-regulatory initiative of the dietary supplement industry to bring heightened transparency to our marketplace. As members of the Supplement OWL Advisory Board, we write to you today to encourage you to urge your members to participate in the **Supplement OWL** to expand this effort in accountability for the entire industry.

Over the past three years, the industry has witnessed the growth of the **Supplement OWL** and the respect it has engendered for dietary supplement companies and their efforts to promote a more responsible industry. We are delighted to have over 11,000 (and growing) products visible in the registry and it could not have happened without the support of so many companies and the combined commitment to a more transparent marketplace.

We also want to alert you to some exciting developments with respect to the **Supplement OWL** registry. Over the past year, a host of improvements have been made to respond to feedback we have received. The **Supplement OWL** now offers:

- ✓ A new more user-friendly entry page and interface with separate resources and experiences for each of our categories of users: Businesses, Supplement Users, and Regulators.
- ✓ An "Export results" feature so users can download the topline results of their searches.
- ✓ A "Save search" feature and an associated notification feature that informs users when additional items appear in their saved search.
- ✓ A multi-version tool to add additional versions of the same product.
- ✓ A bulk upload capability for adding many products to the registry all at once.
- ✓ A supplier feature that allows brand owners to give their suppliers administrative rights to enter product information, but not to publish (make visible) these changes without brand owner review.
- ✓ A video guide for brand owners providing a topline overview of the **Supplement OWL**.

We encourage you to visit the [Supplement OWL website](#) for yourself to experience some of these enhanced features.

But the final reason for this letter is to humbly ask that you once again alert your members to the **Supplement OWL** and strongly encourage them to place their dietary supplement labels in

this registry. Transparency has never been more important and the **Supplement OWL** is a demonstration of this industry's commitment to candor and honesty with our regulators, retailers and consumers. We are asking you to announce some of the recent improvements to your membership, to make a public expression of support for this initiative, and to recommend your members to participate in this industry-wide effort.

Thank you again for being an active partner in the **Supplement OWL**. Should you ever have questions about the program, suggestions for improvements, or concerns, please feel free to contact one of us or Dr. Luke Huber, CRN's lead for the project (LHuber@crnusa.org). As we said at the start, the wisdom of transparency has never been more apparent.

With best wishes,

Members of the Supplement OWL Advisory Board



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