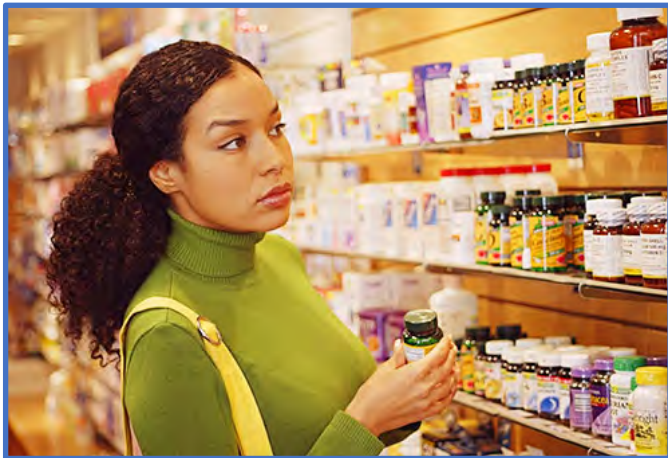


Your dietary supplements aisle:

Walking the line for success



Presented by STEVE MISTER, President & CEO, COUNCIL FOR RESPONSIBLE NUTRITION

Association Facts

One Association—The Council for Responsible Nutrition (CRN)

Amount with CRN

Staff	20
Voting Members.....	122
Finished Product Manufacturers/Marketers.....	65
Ingredient Suppliers.....	57
International Members	2
Associate Members	64
Annual budget	\$7 million
Years in existence	46

Also contains: scientific, regulatory, international, media relations and government relations expertise not found anywhere else.

Companies & Brands We Represent



functional remedies



vitamin packs



Bayer HealthCare



Abbott
A Promise for Life

Cargill

NU SKIN



SELFCARESUMMIT



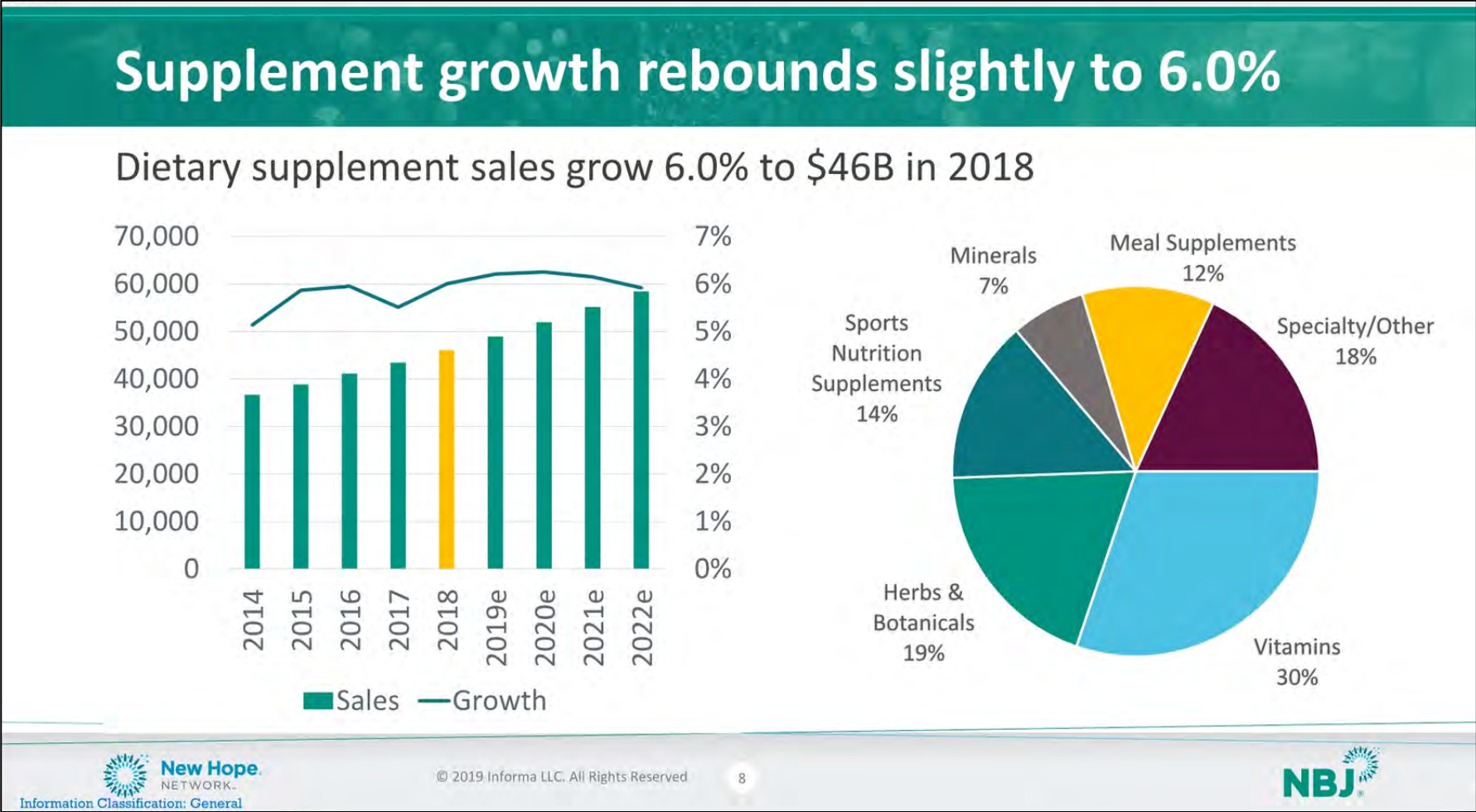
#SS19

Today's presentation

- 💊 Examine the latest dietary supplement consumer trends
- 💊 Opportunities for supplement vendors to provide their customers more information about the supplements they buy
- 💊 Position your store as the community healthcare center for wellness



Dietary Supplement Industry



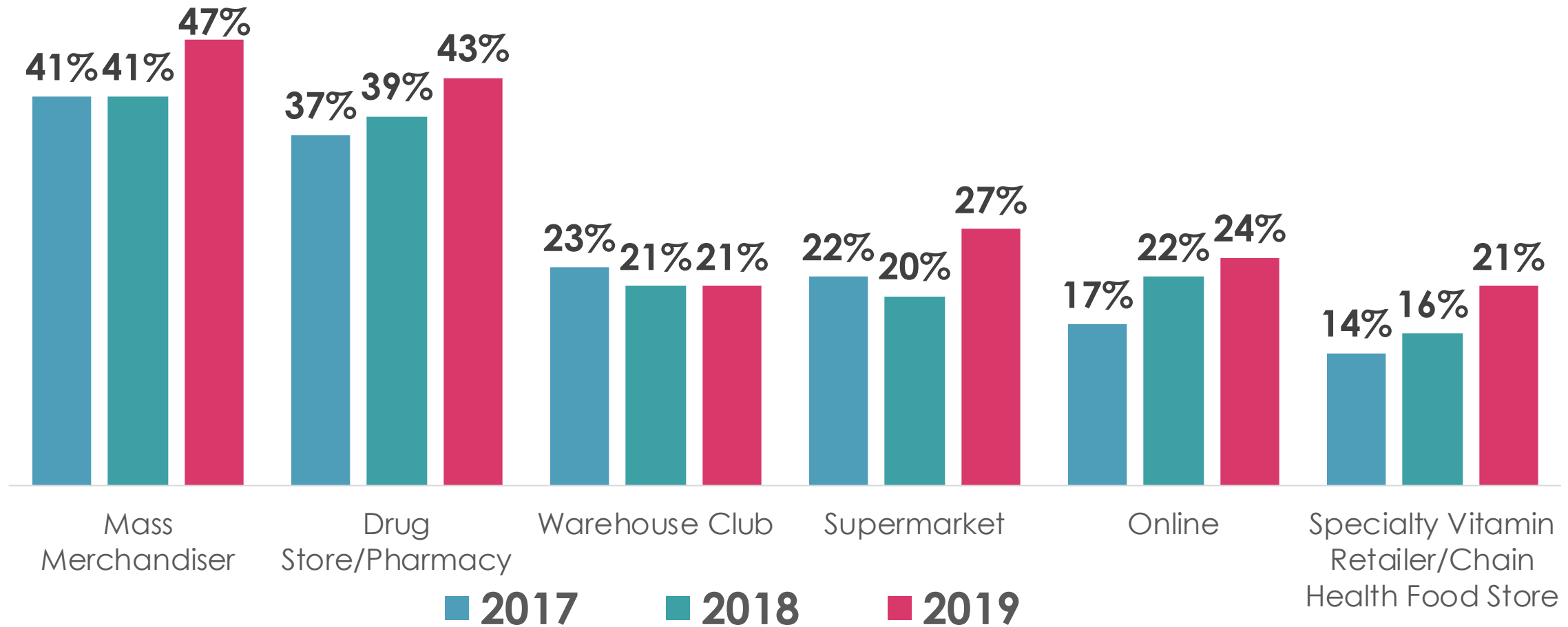
Where Do Consumers Buy Supplements?

Supplement Sales by Channel



Source: Nutrition Business Journal (2017 preliminary estimates; \$mil; consumer sales)

Where Do Consumers Buy Supplements?

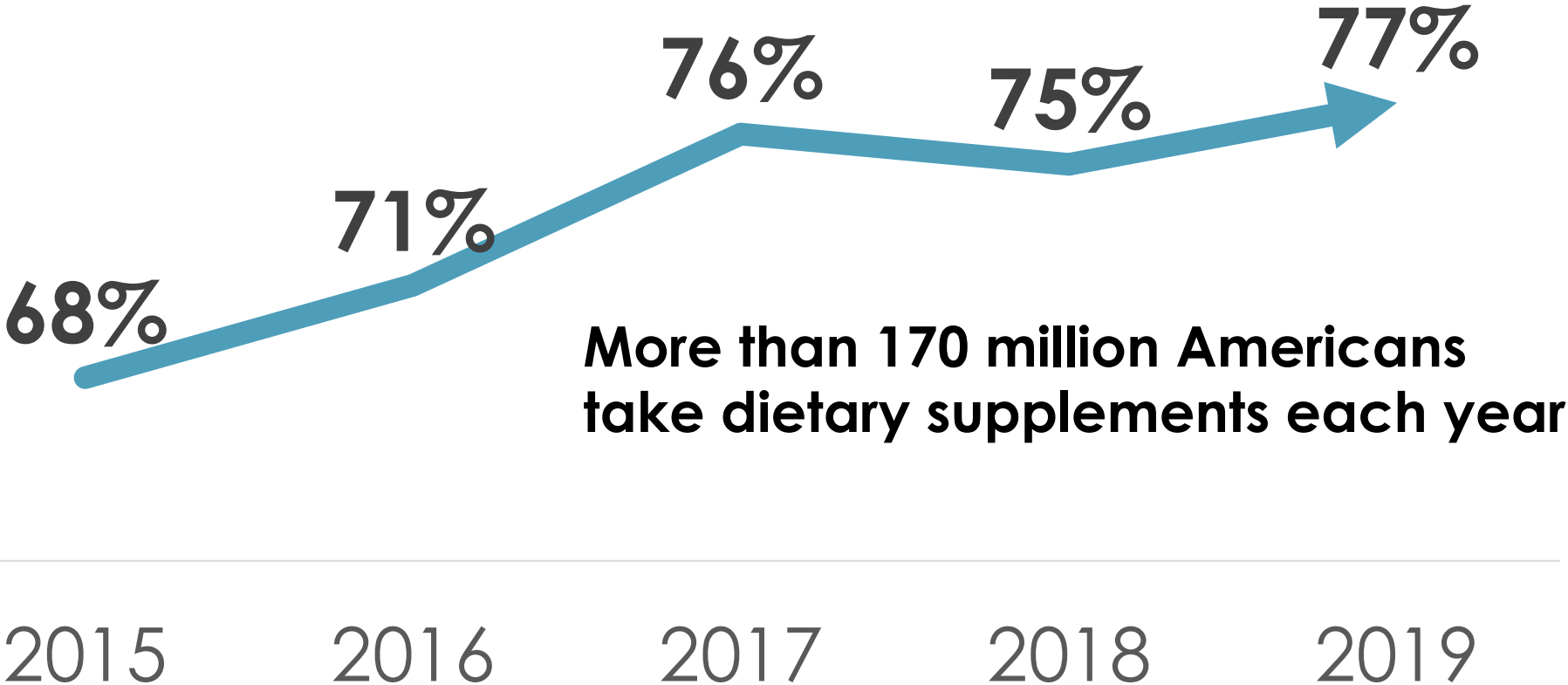


Base = ~2,000

Source: 2017 - 2019 CRN Consumer Survey on Dietary Supplements

The Dietary Supplement Consumer

Percent of Americans Taking Dietary Supplements

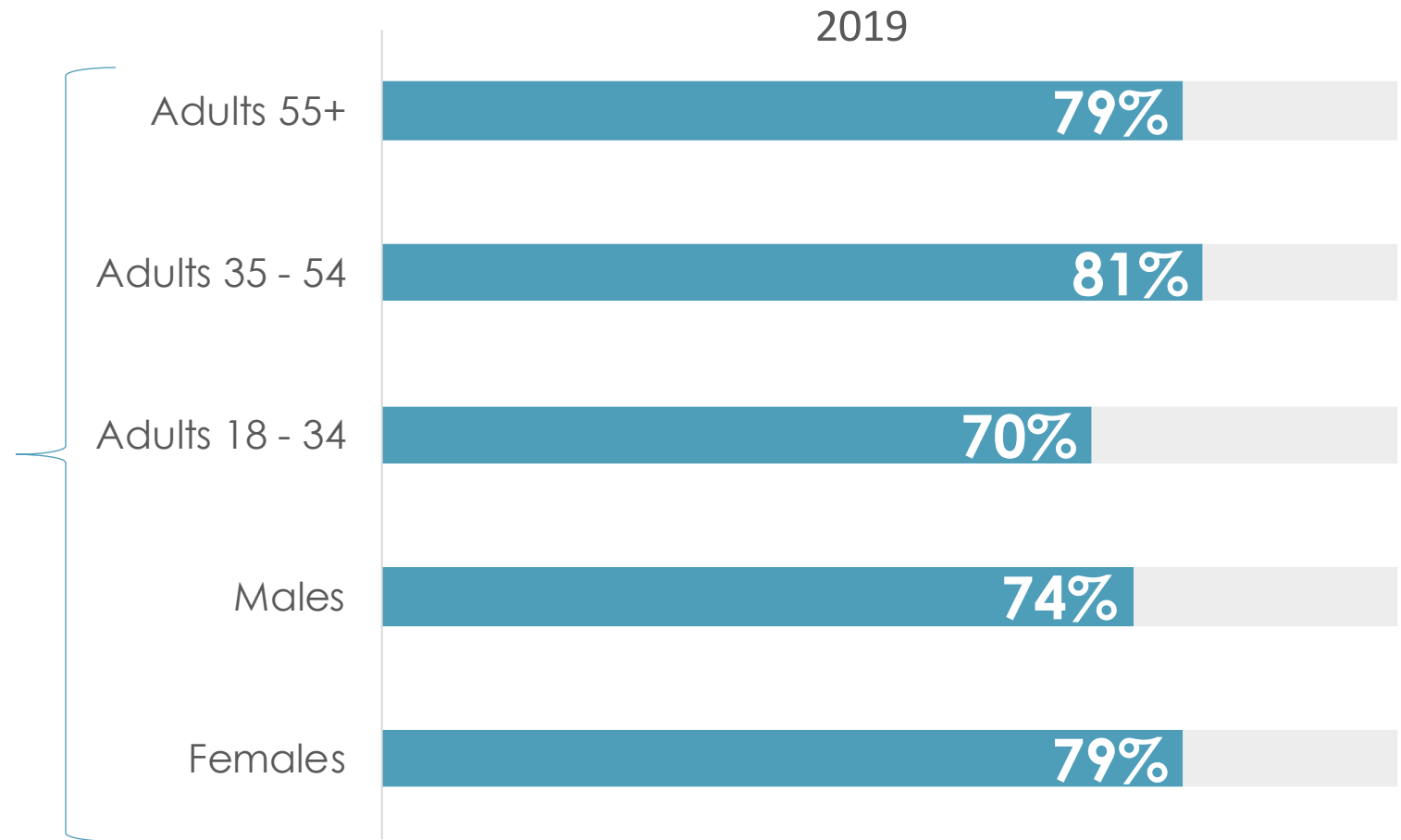


Base = ~2,000

Source: 2015 - 2019 CRN Consumer Survey on Dietary Supplements

The Dietary Supplement Consumer

An indicator of the vital role dietary supplements play in the overall health and wellness regimens of most Americans



Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

Top Ten Dietary Supplements 2019

Among All Adults

- Multivitamin (58%)
- Vitamin D (31%)
- Vitamin C (28%)
- Protein (21%)
- Calcium (20%)
- Vitamin B/B Complex (20%)
- Omega 3/Fatty Acids (16%)
- Green Tea (15%)
- Magnesium (14%)
- Probiotics (13%)
- Iron (13%)
- Vitamin E (12%)
- Turmeric (12%)

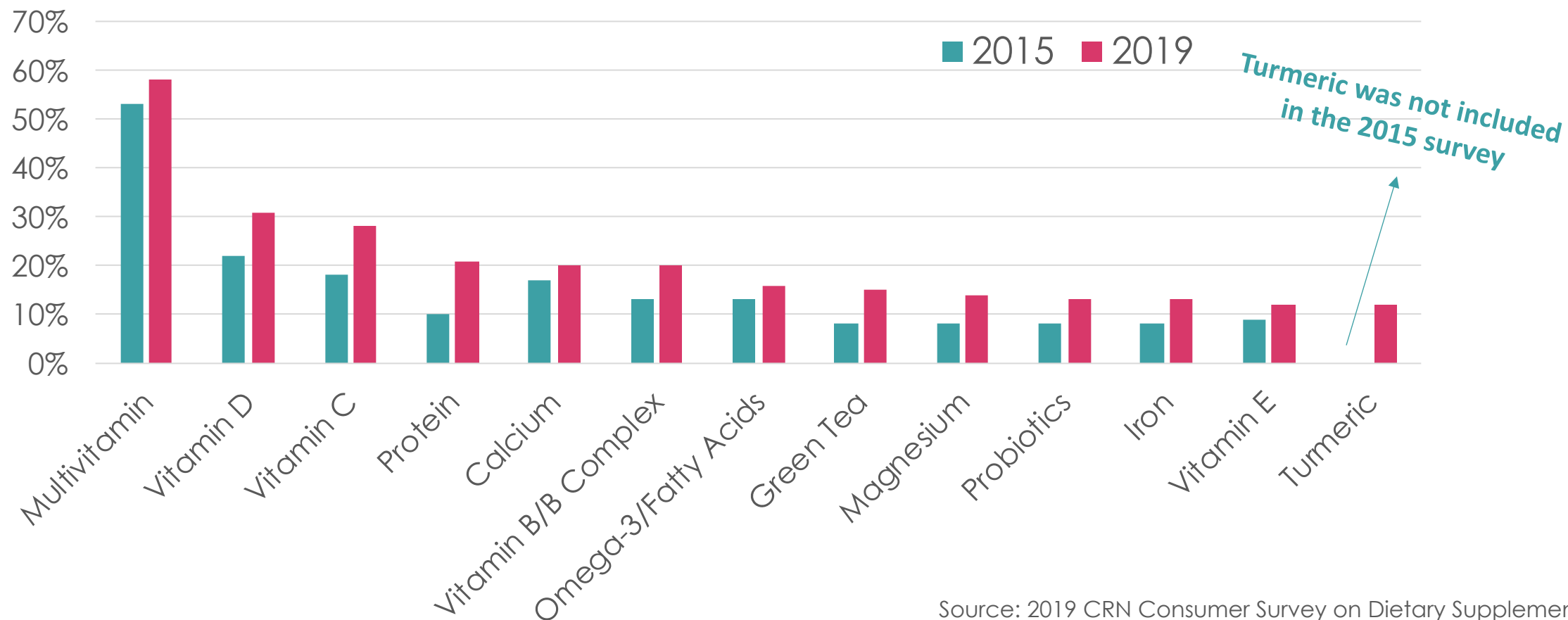


Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

Growth of Specific Supplements 2015-2019

Percentage of U.S. Adults Taking the Following Supplements



Base = ~2,000

Source: 2019 CRN Consumer Survey on Dietary Supplements

Top Five Dietary Supplements by Age Group

18 – 34

- Multivitamin (53%)
- Protein (27%)
- Vitamin D (23%)
- Vitamin C (26%)
- Calcium (18%)

35 – 54

- Multivitamin (63%)
- Vitamin D (31%)
- Vitamin C (31%)
- Protein (23%)
- Vitamin B/B Complex (22%)
- Calcium (18%)

tied

55+

- Multivitamin (56%)
- Vitamin D (37%)
- Vitamin C (28%)
- Calcium (23%)
- Vitamin B/B Complex (20%)
- Omega-3/fatty acids (20%)

tied

Who uses Cannabidiol (CBD)?

Nine percent of U.S. adults take CBD

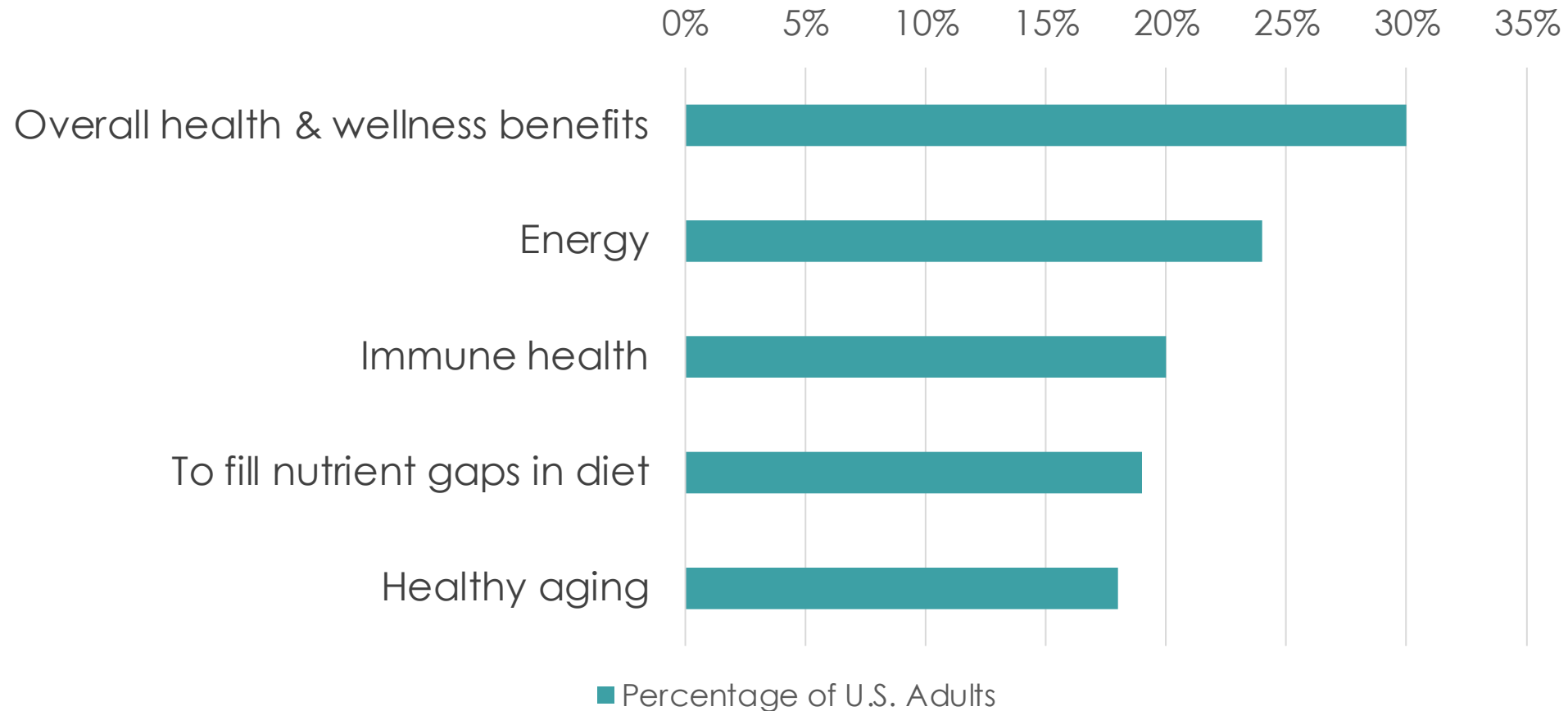
- 13% of U.S. adults 18 – 34
- 10% of U.S. adults 35 – 54
- 4% of U.S. adults 55+



Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

Top Five Reasons Americans Take Supplements



Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

Reasons for Taking Supplements

Age Comparison

Percentage of U.S. Adults
■ 18 - 34 ■ 35 - 54 ■ 55+



Overall Health/Wellness Benefits

Energy

Immune Health

To Fill in Nutrient Gaps in My Diet

Healthy Aging

Heart Health

Skin, Hair & Nails

Bone Health

Digestive/Gastrointestinal Health

Sleep Aids

Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements



What Motivates Consumers?

#1 Motivator for Taking Dietary Supplements
Across All Ages

“maintaining my health”

Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

What Motivates Consumers?

#2 Motivator for Taking Dietary Supplements

18 – 34

“my family”

35 – 54

“living a long life”

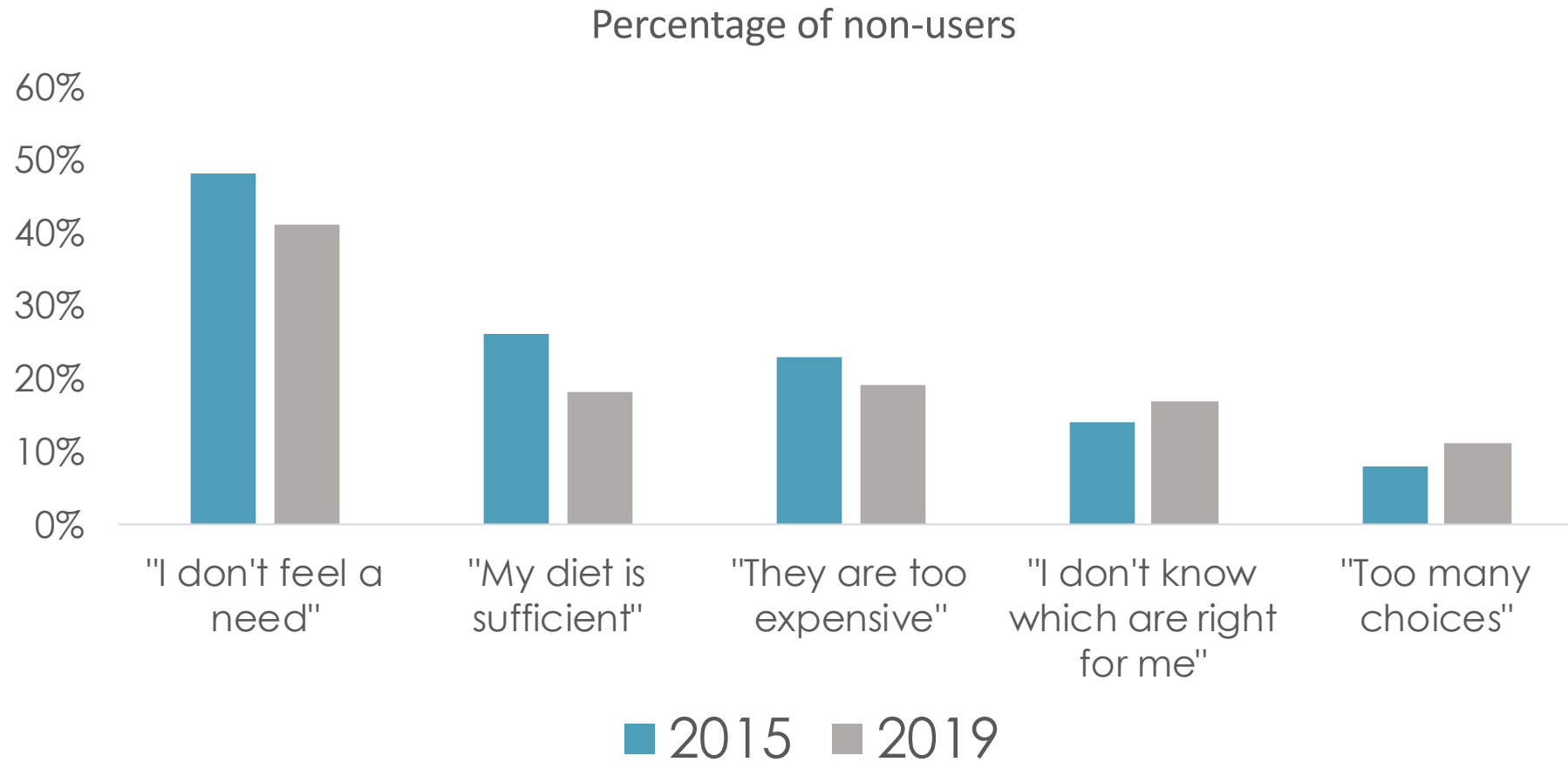
55+

“a health provider told me to”

Base = 2,006

Source: 2019 CRN Consumer Survey on Dietary Supplements

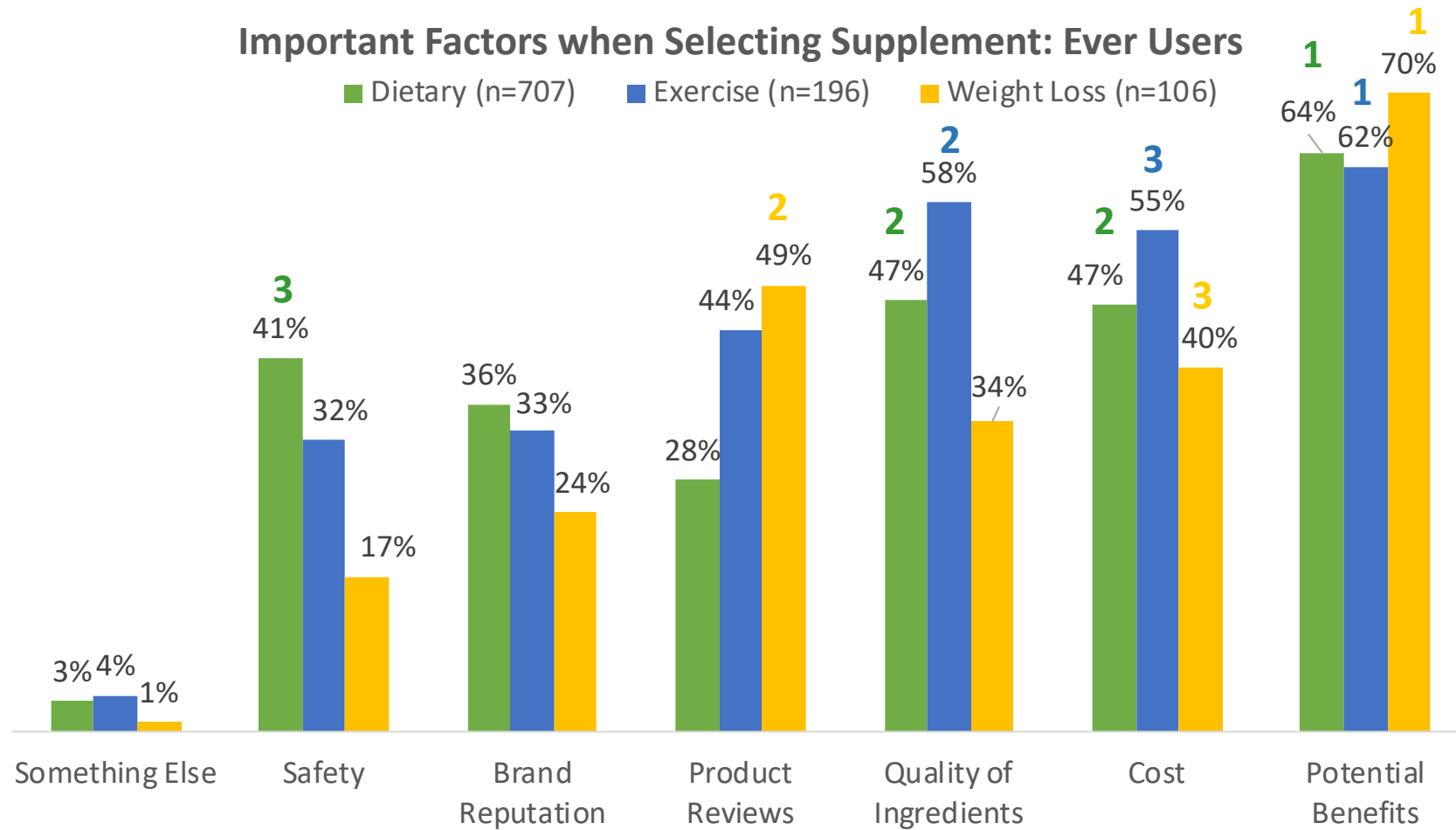
Why Non-Users Don't Take Supplements



Base = ~2,000

Source: 2015 & 2019 CRN Consumer Survey on Dietary Supplements

Key Purchasing Factors



Source: Pew Charitable Trust, 2019

Online Shopping Habits

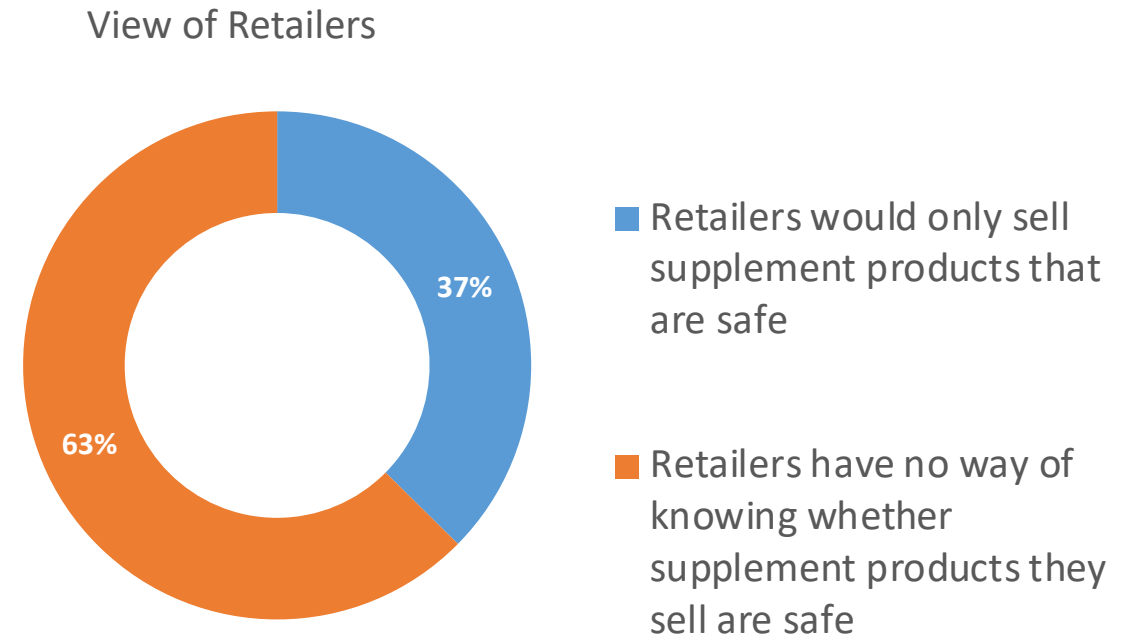
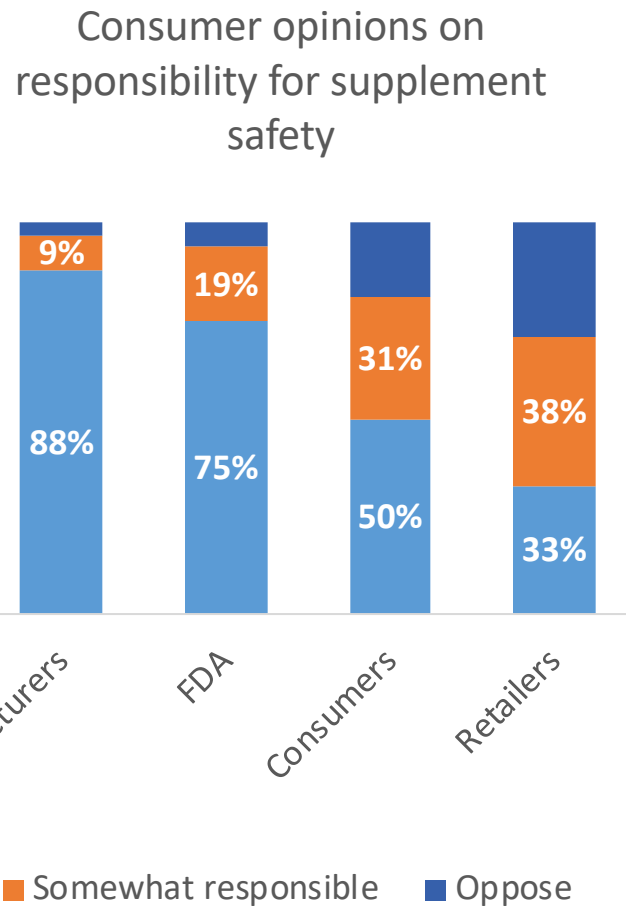


1 in 5 supplement users aged 18 – 54 purchased dietary supplements via Amazon within the past year.

Nearly 1 in 5 supplements users in urban, suburban and rural areas purchased dietary supplements via Amazon within the past year.

According to IRI, **vitamins are the #1 category** at Amazon among consumer packaged goods.

Consumers think that manufacturers, FDA, and retailers share responsibility for ensuring the safety of supplements



Source: Pew Charitable Trust, 2019

Position Your Store as the Community Healthcare Center for Wellness

- Curate Your Assortment
- Qualify Your Vendors
- Provide Transparency
- Educate Your Staff
- Give Your Consumers the Opportunity to Learn More



Curate your assortment

- Why do you offer the supplements you do?
- What do you know about the ingredients?
- Is the product made in a GMP-certified facility?
- Has your team reviewed the claims made for the product?
 - Are the legal claims (not drug claims)
 - Are the truthful, not misleading and substantiated with research?
- Is there evidence the product actually provides a benefit?
- What do you know about the contract mfr?
- Are there outstanding warning letters, compliance problems or other regulatory concerns?



Qualify Your Vendors: Third Party GMP Audit Standards

- Harmonized standards for third party audits for GMP certification and supply chains will provide uniformity of audit standards and create efficiencies for both manufacturers and retailers.



Provide Transparency



- An industry created and administered initiative based on the premise that regulators should know the marketplace they regulate.
- The single authoritative registry of dietary supplement products in the U.S. market where all stakeholders can find details about products, ingredients, and additional quality and safety information.
- Now over 11,000 labels and growing.

Enter Search Keywords

Home > Nutritional Products > Women's Multivitamin Gummies

Women's Multivitamin Gummies

ID: DS1888687

Company: [Nature's Bounty](#)

Tags: +



Nature's Bounty® Optimal Solutions® Women's Multivitamin Gummies offer a unique formula — created for women, by women — to provide you with essential nutrients to support a healthy and beautiful body. Nature's Bounty support a healthy and beautiful body and convert food into energy.

Share



Visit the supplier's site for support

Bookmark

Contact Information: NATURE'S BOUNTY, INC. Bohemia, NY 11716 U.S.A. 1-800-433-2990
Manufacturing Facility Contact: NATURE'S BOUNTY, INC. Bohemia, NY 11716 U.S.A.

Dietary Ingredients Per Serving

Amount Per Serving	% Daily Value
Calories 15	
Total Carbohydrate 3000mg	1%
Sugars 2g	
Vitamin A (as Retinyl Acetate) 2500IU	50%
Vitamin C (as Ascorbic Acid) 30mg	50%
Vitamin D (as Cholecalciferol D-3) 1000IU	200%
Vitamin E (as DI-alpha Tocopheryl Acetate) 30IU	60%
Vitamin B-6 (as Pyridoxine Hydrochloride) 2mg	40%
Vitamin B-12 (Cyanocobalamin) 600mcg	150%
Biotin 600mcg	200%
Calcium (as Dicalcium Phosphate) 100mg	10%
Iodine (as Potassium Iodide) 40mcg	27%
Zinc (as Zinc Citrate) 2.5mg	17%
Collagen 50mg	

Supplement Details

Product Information	Nutritional Product	Label Statements	Contact Information	Dietary Ingredients Per Serving
Delivery Form	Gummy			
Intended User(s)	Adult, female			
Label	Supplement Facts			
Product	Women's Health			
Statement of Identity	DIETARY SUPPLEMENT			

Nutritional Product Facts

Other Ingredients

Serving Directions

Serving Size

Servings Per Container

Label Statements

Allergen Statements / "No" Claims

FDA Disclaimer Statement



SAMPLE PAGES

Documents

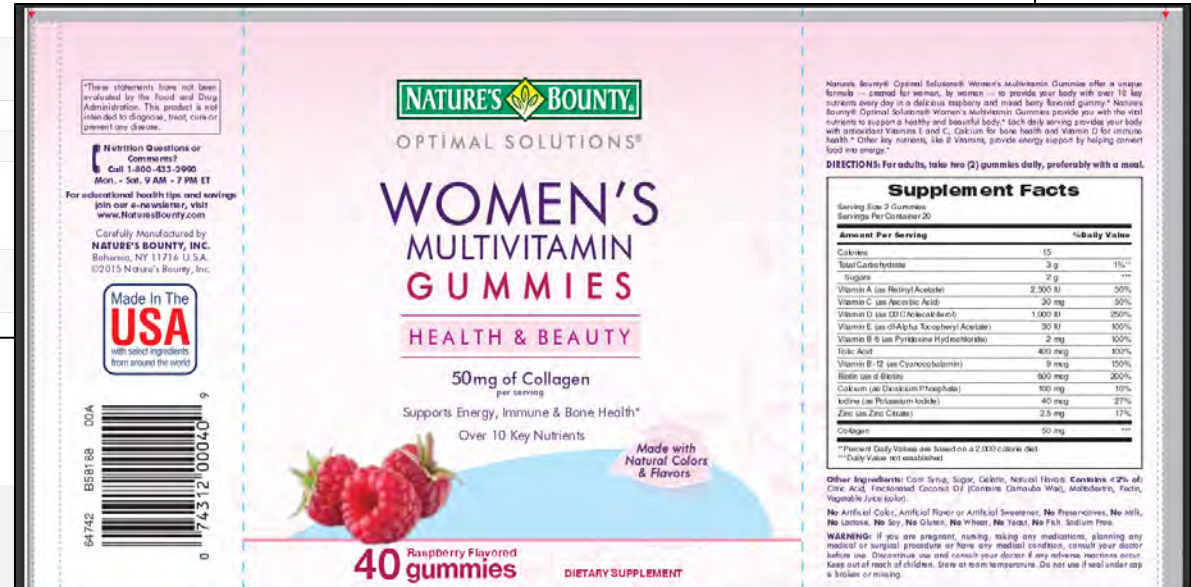
General Information

[Label \(English\)](#) [Google Translate](#)

Certification Statement

[CGMP Certification - TEST \(English\)](#) [Google Translate](#)

www.SupplementOWL.org



Growing Industry Support for a Mandatory Product Listing

- FDA has proposed creating a mandatory version of a product listing that would operate much like the Supplement OWL.
- All products in the U.S. market would be required to provide their labels to FDA upon entering the market.
- CRN has insisted the registry be like a birth certificate, not a driver's license.
- Must not be a barrier to market entry, or obstacle to innovation.

Educate Staff & Customers on Label Changes

Be LabelWise:

- Address consumer and retailer questions and concerns arising from the upcoming changes to the Supplement Facts Label.
- Assure consumers that the label changes are expected and helpful to provide better information that they can use to make informed choices.



- Remind consumers that the supplement label has not been updated in over 20 years. In that time, science has developed and the American diet has changed.
- Underscore that the dietary supplement industry is regulated.

How to Read a Supplement Facts label

LABEL WISE
A GUIDE TO UNDERSTANDING Supplement Facts

Dietary supplements are required by law to feature a Supplement Facts label. If a product is missing Supplement Facts or any other required label information, the product is subject to enforcement by FDA and could be deemed as misbranded.

- Supplement Facts is the name given to the nutrition information panel of a dietary supplement product.
- Serving size is the manufacturer's suggested serving expressed in the appropriate unit (tablet, capsule, softgel, packet, teaspoonful, etc.)
- Servings Per Container tells the net content of the dietary supplement.
- Amount Per Serving heads the listing of dietary ingredients in the supplement and the quantity of each.
- Percent Daily Value (DV) tells what percentage of the recommended daily intake for each nutrient is contained in each serving. The DVs are for adults and children ages 4 and up, unless otherwise indicated.
- All dietary ingredients contained in the supplement are identified by their common or usual name, a dietary ingredient of mineral, botanical, or other dietary substance, concentrate, metabolite, extract, or combination of the above.
- The amount of dietary in each serving is declared in metric units. Milligram (mcg) are used for most ingredients.
- A symbol, such as an asterisk, under the % Daily Value indicates that the Daily Value has not been established for that dietary ingredient.
- A footnote contains explanatory symbols, such as the asterisk. Explanations may include "Value not established."
- The list of all ingredients in the supplement, including any that are the source of a dietary ingredient, in decreasing order by weight.

	Amount Per Serving	% Daily Value
Vitamin A (50% as beta-carotene)	900 mcg	100%
Vitamin C	250 mg	278%
Vitamin D	20 mcg	100%
Vitamin E	75 mg	500%
Vitamin K	120 mcg	100%
Thiamin	1.2 mg	100%
Riboflavin	1.3 mg	100%
Niacin	16 mg	100%
Vitamin B6		

SUPPLEMENT FACTS LABELS ARE CHANGING

to better provide you the information you need to make informed choices about your health.

82% of Americans agree that information on the label helps them make purchasing decisions.

THE FOOD AND DRUG ADMINISTRATION HAS MANDATED NEW LABEL REQUIREMENTS FOR DIETARY SUPPLEMENTS TO REFLECT ADVANCES IN NUTRITION SCIENCE AND CHANGES IN THE AMERICAN DIET.

Key changes to look for:

- DAILY VALUES (DV)** → %DV will now reflect latest nutrition science and changes in the American diet
- MEASUREMENTS** → VITAMINS A, D, and E will now be measured in mg or mcg
- INGREDIENTS** → SUGAR amount %DV will now be listed

FOLIC ACID will now be measured in mcg of dietary folate equivalents (DFEs) and listed as folate

We all have unique nutritional needs.
Talk with your healthcare practitioner to understand how changes to the Supplement Facts label might impact you.

www.BeLabelWise.org

Get the Facts Video Infographic How to Read a Supplement Facts Label Educational Tools Read More - Other Resources

LABEL WISE
A GUIDE TO UNDERSTANDING Supplement Facts

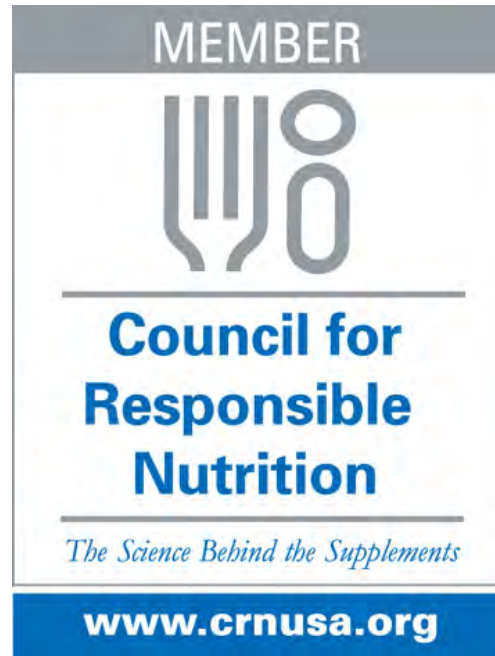
SUPPLEMENT FACTS LABELS ARE CHANGING

to better provide you the information you need to make informed choices about your health.

Give Consumer the Opportunity to Learn More

- Lots of online resources exist:
 - NIH's Office of Dietary Supplements – www.ods.od.nih.gov/factsheets/
 - FDA - www.fda.gov/food/dietary-supplements
 - Web MD - www.webmd.com/vitamins
- Provide a Kiosk in Store
- Add Supplement Content to Circulars, Flyers
- Promote to Your Customers How You Help Them Navigate the Supplement Category





Questions?

- For more information, see our website at www.crnusa.org
- or contact me at smister@crnusa.org or (202) 204-7676