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### **Mark Blumenthal**

*ABC Board Member Ex-Officio*  
Founder and Executive Director  
American Botanical Council

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March 31, 2017

Steve Mister, President  
Duffy Mackay, Senior Vice-President, Scientific & Regulatory Affairs  
Judy Blatman, Senior Vice-President, Communications  
Council for Responsible Nutrition  
Washington, DC

Sent via email

Dear Steve, Duffy, and Judy,

Per your letter to me several months ago, Steve, in which you have invited ABC to consider endorsing CRN's new Online Wellness Library (OWL), I am writing to express ABC's formal endorsement of this ambitious new project.

As you are aware, ABC is an independent nonprofit research and education organization dealing with herbs, medicinal plants, teas, phytomedicines, essential oils, plant-based foods, fungi, and related natural ingredients and products.

ABC has significant interest the use of these ingredients in dietary supplements in the United States, particularly their conservation and sustainability, sourcing, authenticity and quality control, processing, safety, biological activity and efficacy, their regulation by government agencies, and self-regulation by responsible elements of the industry.

ABC has long advocated for various measures by nonprofit organizations and/or members of the botanical and natural products industries to increase sustainability, quality control, transparency, appropriate scientific and clinical research, and responsible communication about the activities and benefits of these ingredients as they are employed in consumer products.

Based on the initial information we have observed about the proposed OWL, we believe that this new program, in principle, helps fill a vital need in the dietary supplement industry and extended community -- and the general public -- for researchers, health professionals, regulators, members of industry, and consumers to gain relatively easy access to relevant information on specific commercial dietary supplement products in the U.S. marketplace.

As you are also aware, ABC is the founding and managing partner in the ABC-AHP-NCNPR Botanical Adulterants Program, a research and education consortium designed to increase quality and transparency in the herb, dietary supplement, and natural products industries, particularly with respect to inadvertent and intentional adulteration of botanical raw materials, extracts, and essential oils. We believe that the OWL is consistent with ABC's commitment to optimal transparency with respect to product labeling, supply chain and sourcing information, and production, for botanical and other dietary supplements.

We realize that this new project is a significant and time-consuming undertaking and we applaud CRN and UL for having taken leadership in creating and eventually maintaining and curating the OWL.

Please let us know if there is anything we can do to be of assistance to you and your UL partners in this important and what we sincerely hope will be a publicly beneficial endeavor.

Thank you for contacting us and inviting us to publicly endorse and support your laudable efforts. We wish you much success with OWL for the best interests of the public and all stakeholders.

Cordially,

A handwritten signature in black ink, reading "Mark Blumenthal". The signature is written in a cursive, flowing style.

Mark Blumenthal  
Founder & Executive Director  
Editor-in-Chief, *HerbalGram* & HerbClip  
Director, ABC-AHP-NCNPR Botanical Adulterants Program