

CRN: The Short Report

A topline report from the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement and functional food industry

Supplement OWL product registry prepares for public launch

Retailers will get a first look at the **Supplement OWL** later this month, when the new product registry for the dietary supplement industry goes public. Set to launch April 10, the **Supplement OWL (Online Wellness Library)** will allow retailers—and anyone with internet access—to examine and evaluate supplement product labels. As the OWL develops, retailers will have access to a second tier of the registry that will provide additional information about supplement products to help them make more informed, confident decisions when determining which products to place on store shelves.

The **Supplement OWL** is an industry-wide, self-regulatory initiative, created by CRN and powered by UL, designed to create a rich and more complete picture of the marketplace for regulators, retailers, and other stakeholders. CRN will alert retailers when the registry goes live, so be sure to keep an eye out for this upcoming announcement.



See you at NACDS

CRN's President & CEO Steve Mister will be attending the NACDS Annual Conference in Scottsdale later this month. If you would like to schedule a few minutes to meet with Steve to learn more about the **Supplement OWL** or other CRN initiatives, please let him know via email: smister@crnusa.org.

Supplement Facts

In the United States, the dietary supplement industry generates over \$5.5 billion in retail job wages.

Find more facts: www.crnusa.org/supplementfacts



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CRN addresses state attorneys general, emphasizes shared goal of consumer safety

Speaking before state attorneys general (AGs) at the Conference of Western Attorneys General 2017 Chair's Initiative, CRN's Duffy MacKay, N.D., emphasized how important it is for regulators to enforce existing laws and regulations for dietary supplements and highlighted industry's commitment to working cooperatively with both federal and local officials to protect consumers. Dr. MacKay discussed the shared values of industry and AGs, highlighting efforts to stop illegal activity that puts consumers at risk and damages the reputation of legitimate companies.

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Dr. MacKay also discussed the crucial role of self-regulation within the industry. Pointing to proactive initiatives, such as the **Supplement OWL**, Dr. MacKay informed attendees of the ways in which self-regulation increases compliance, improves transparency, and protects consumers. The supplement industry's willingness to go above and beyond what is required by laws already in place, he noted, enhances the positive dialogue surrounding dietary supplements and the valuable role they play in the lives of more than 170 million Americans.

CRN maintains solid presence in Puerto Rico advocating for industry and consumers

CRN was a sponsor at the Puerto Rico Chamber of Commerce Health & Insurance Conference in March, continuing its efforts to educate stakeholders on the importance of accessible, affordable dietary supplements. There, CRN's Ingrid Lebert met with nearly 20 members of Puerto Rico's Chamber of Commerce, State Legislature, College of Nutritionists & Dietitians, and other industry players to promote self-regulatory initiatives, such as the **Supplement OWL**, and establish CRN as an educational resource.



This meeting sponsorship is the latest in CRN's proactive efforts to combat legislation in Puerto Rico that would potentially harm manufacturers, retailers, and consumers on the island. Last year, CRN championed efforts to block several bills that would have unfairly taxed the dietary supplement industry, imposed registration for both products and retailers who sell them, and increased the cost of supplements to consumers. Currently, CRN is engaged in a campaign to defeat Puerto Rico SB 219, a bill that would require natural products and dietary supplements to register with the commonwealth's health department.

CRN to New York: Proposed legislation is 'potentially harmful' to consumers and industry

"Consumers are well-protected under the federal regulatory structure," declared CRN in letters submitted to the New York State Legislature in opposition to legislation that would negatively impact the supplement industry and consumers in the state. **AB 2277** calls for the establishment of a State Dietary Supplement Safety Committee to review products; and **AB 4537/SO 2068** requests a law to require dietary supplement labels to state whether or not a product has been "tested" by FDA. In its outreach, CRN highlighted the ways in which dietary supplements are already regulated, citing the federal Good Manufacturing Practices (GMPs) to which manufacturers are required to adhere.



Serving as the voice of responsible industry in federal, state, and local government, CRN actively opposes duplicative legislation that disregards federal regulatory structure already in place for dietary supplements—under which consumers are well-protected—and advocates for the appropriate role of dietary supplements and functional food in government policy and programs.

Like what you see? Have questions?

E-mail Julia Shenkar (jshenkar@crnusa.org) to be added to CRN's list to receive press releases and other news, or to ask a question about something you've read here.
