

# SUPPLEMENT OWL<sup>®</sup>

FIRST ANNIVERSARY – APRIL 2018

## CRN: The Short Report **EXTRA**

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

### Supplement OWL one-year anniversary marked by significant growth

This month marks the one-year anniversary of the launch of the **Supplement OWL** (Online Wellness Library) dietary supplement product registry—an industry-wide, self-regulatory initiative designed to help provide a robust and more complete picture of the marketplace for regulators, retailers, and industry stakeholders.

Since its public launch on April 27, 2017, the **Supplement OWL** has grown to include more than 10,000 labels from approximately 86 brand names and continues to build on the momentum.

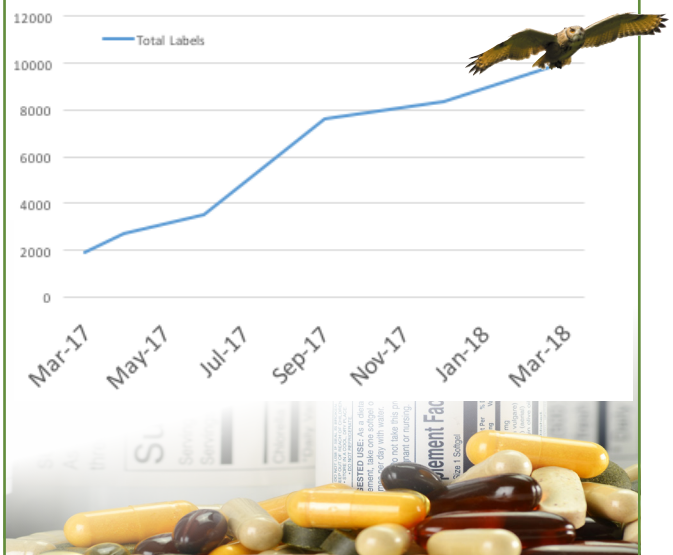
Are the brands you sell in the OWL? Are your store brand labels in yet? For more information, contact Gisele Atkinson, VP, Quality & Technical Affairs, CRN ([gatkinson@crusa.org](mailto:gatkinson@crusa.org) / 202-204-7671).

### Supplement OWL underscores accountability to consumers

“The **Supplement OWL** is a clear demonstration of what can happen when industry chooses to collaborate and speak with a united voice,” said Steve Mister, president & CEO, Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement industry. “We all have the same goal: consumer safety. Working together to bring the **OWL** to fruition, we are helping regulators keep bad actors off the market, giving retailers a new tool to curate their product offerings, and underscoring our industry’s accountability to consumers. Responsible companies recognize the importance of registry participation and understand what the absence of labels suggests. If a company is not willing to be transparent, it’s only natural to wonder what they’re hiding. I’m confident that as the OWL enters its second year, soon the majority of responsible industry will be represented.”

## 10,000+ labels

As of **April 2018**, more than 10,000 supplement labels are uploaded to the **Supplement OWL**.



### Leadership for sustained growth

In October 2017, the **Supplement OWL** formed an Advisory Board to build on successes and find new ways to optimize user and participant experience. See back for more on the Advisory Board and other first-year highlights for the **Supplement OWL**.

### Like what you see? Have questions?

E-mail Julia Shenkar ([jshenkar@crusa.org](mailto:jshenkar@crusa.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.



**Council for Responsible Nutrition**  
*The Science Behind the Supplements*

## Leadership for sustained growth

The **Supplement OWL** Advisory Board brings together stakeholders from all corners of the dietary supplement industry:

**Jeff Brams**  
*Garden of Life*

**Randy King**  
*New Chapter, Inc.*

**Steve Mister**  
*CRN*

**NON-VOTING  
TECHNICAL ADVISORS:**

**Michael Cleary, Ph.D.**  
*SmartyPants*

**Carlotta Mast**  
*New Hope  
Natural Media*

**Guru Ramanathan, Ph.D.**  
*GNC*

**Duffy MacKay, N.D.**  
*CRN*

**Mike Devereux**  
*Nature's Way*

**Pam Walker**  
*UL*

**Alec Miller**  
*UL*

## Year of the OWL

CRN launched a six-month industry-wide ad campaign in January 2017, to build awareness of the **Supplement OWL**—garnering 2 million+ impressions. In addition to the ad campaign, CRN brought the **Supplement OWL** to life with a costumed owl mascot and falconer at trade shows and events across the country, garnering increased exposure and recognition.



## The bird is the word

Since its launch, the Supplement **OWL** appeared in:

- **100 articles** published in industry trade press, reaching more than **1.4 million viewers**
- **17 presentations** and demonstrations to **lawmakers, regulators, retailers, and other industry stakeholders**
- **6 industry-wide webinars**



## Industry-wide support

These groups publicly stated their support for the **Supplement OWL** in the months following its launch:

**American Botanical Council (ABC)**

**Consumer Healthcare Products Association (CHPA)**

**Natural Products Association (NPA)**

**NSF International**

**Tom Aarts, founder and co-chair of the NBJ Summit**

**United Natural Products Alliance (UNPA)**

**American Herbal Products Association (AHPA)**

**“The Supplement OWL will become the premier source for all of our industry’s stakeholders to learn more about product offerings and enhance consumer confidence in our products and the solutions they provide.”**

—Tom Aarts, founder and co-chair of the NBJ Summit

[www.SupplementOWL.org](http://www.SupplementOWL.org)