



Randy Dennin
Chairman

A Message from the Chairman

Greetings Natural Products Foundation supporters!

Welcome to the NPF Summer Newsletter for Natural Marketplace 2009. All of us at the foundation are pleased to be here at the Natural Products Association's official trade show — the longest-running natural products trade show in the country. Seeing all the enthusiasm of the crowds who are responsible for the nationwide push toward natural health always greatly encourages us as we continue our work to enhance and promote the integrity of natural products through quality, science, and education.

This newsletter highlights some of the important NPF initiatives already underway, as well as some of the new ideas the foundation has planned. We know that without the support of our industry partners, we could not be here today, and we are grateful for the opportunity to improve the nation's well-being through natural, nutritious solutions. All the best, and have a wonderful Marketplace 2009!



Yours in Health,
Randy Dennin
Chairman



Foundation Makes First Healthy Match

The Natural Products Foundation (NPF) is pleased to announce the first participants of the foundation's new Healthy Match program. The initial contributors to the effort are Aubrey Organics, Carlson Nutritional Supplements, Franklyn BioScience, and NOW Foods.

The goal of the Healthy Match program is to pair community health programs that are feeling the strain of the current economic climate with natural products companies who are willing to donate their products. Using its extensive network of connections, the Natural Products Foundation is acting as a matchmaker to link the generous with the needy.

"By providing these vital community organizations with products that they would normally have to forgo due to budgeting constraints, natural products companies are able to make valuable contributions and show their commitment to furthering natural public



healthy match program

health," said NPF executive director Tracy Taylor. "The community organizations participating in this program all provide services to the needy free of charge. Staffed by volunteers, these community-run centers help make sure that individuals who are unable to afford health-related services do not simply slip through the cracks of the system."

The first match of the program connected Aubrey Organics, Carlson Nutritional Supplements, Franklyn BioScience, and NOW Foods with the Sarasota Community Medical Clinic, which offers

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Truth In Advertising Rises to “Swine Flu” Challenge



Over the past several months, the Natural Products Foundation’s Truth In Advertising Program has taken on new and unforeseen challenges. The program, which provides self-policing measures for the dietary supplement industry, will now include addressing inappropriate claims made on behalf of any dietary supplements with regard to H1N1, or “Swine Flu”.



Advertising related to H1N1 cases has a great potential to resemble health claims, which, as yet, have not been approved by the FDA relating to this new virus. NPF aims to guide supplement advertisers through the dangers which mis-

communication on this point could cause.

In a statement released at the beginning of May, Executive Director of the Natural Products Foundation, Tracy Taylor, said the following: “Our mission is to further public health and to that end we support the responsible sale and use of vitamins, minerals, herbs and other dietary supplements. However, with a handful of exceptions that have been approved by the Food and Drug Administration, the law governing dietary supplements [Dietary Supplement Health and Education Act] does not allow claims that these products can prevent, treat or cure

disease. This applies to the N1H1 flu virus, or ‘Swine Flu.’

“So to ensure the public gets accurate and legitimate information regarding the use of dietary supplements, we are taking a two-pronged approach through our Truth in Advertising Program. First, we are continuing to educate the natural products industry about what can and cannot be claimed about the health benefits of dietary supplements. Our website has a library of resources for both retailers and suppliers regarding what the law permits. We know the industry wants to do what is right and lawful and the foundation provides the tools to help accomplish this. Secondly, we are monitoring the Internet for marketers claiming to treat Swine Flu with dietary supplements and are turning these URLs over to the Federal Trade Commission for further investigation.

“Finally, the foundation supports the Natural Products Association in calling for retailers to refuse to stock or sell any supplements that are presented as treating or curing Swine Flu.”

Recent NPF Truth In Advertising actions have resulted in the willing suspension and/or modification of the advertising practices of a number dietary supplement organizations. To take the NPF Truth In Advertising Pledge, or for more information about this program, please visit NaturalProductsFoundation.org/truth.

NPF Media Connection

Raising public awareness about the various issues related to natural products is one of the most important challenges the industry faces today. While the variety of information available to consumers has expanded greatly in recent years, traditional print media still remains one of the most resonant channels for educating the public about nutrition and health care. Established journalists are still the driving force behind a great deal of the stories which inform the general opinion surrounding natural products.

In an effort to bridge the gap between traditional media outlets and the various grassroots movements promoting natural product across the country, NPF has begun an initiative to change the way industry representatives interact with the press.



For the past several months NPF has been organizing a group of natural products experts to act

as press liaisons for the industry. The overall goal of this program is to facilitate the participation of industry professionals in interviews and general fact-finding missions with journalists who are investigating natural products. Thus far, in the infancy of the initiative, NPF has already successfully connected many of our first industry contacts with journalists from a diverse ar-



ray of publications, resulting in works placed in newspapers, journals, magazines, and soon-to-be published books.

The initial response to NPF's call for industry professionals to volunteer for the Media Connection Program was extremely encouraging, and there is always room for additional expertise. If you would be interested in speaking to members of the media about specific issues relating to natural products, or if you work in news media or publishing and are in need of access to qualified professionals in the natural products field, NPF's Media Connection Program is always accepting new participants.

We value all of our supporters' insights, and we believe that by making our collective voices heard, we will better serve the industry as a whole. If you would like to participate in the NPF Media Connection Program or simply want more information, please contact Deb Knowles: debknowles@supplementinfo.org

Donor of the Month: WholeFoods Magazine

After 25 years of tireless work reporting on natural products, no one knows better how crucial a proactive stance is for the future of the industry than the individuals behind *WholeFoods Magazine*. From the day Howard Wainer took over a struggling operation that would soon become a top publication of the industry, to the hard fought institution of DSHEA and the rise of FDA-mandated GMPs, *WholeFoods Magazine* has been an authoritative source for the latest information about dietary supplements, herbs, homeopathy, and healthy foods.

In a culture where so many independent publishers face flash-in-the-pan lifespans, *WholeFoods Magazine* has persevered over the years by maintaining a relentlessly high standard of in-depth reporting. Charting all the latest scientific and business developments surrounding natural products, the publication has long since cemented its reputation as a primary resource for nutrition retailers across the nation.

WFC, Inc. has prospered while competing with ever-larger publishing organizations. In marking their silver anniversary, this family-run publishing house is a shining example

of what commitment to an ideal can produce. Following the mantra laid down by their founder, Howie Wainer, that "an educated retailer is better equipped to help the customer,"



WholeFoods Magazine set out to educate and inform retailers of all the crucial developments of the field, a task they carry on to this day.

This overarching commitment to education makes WFC, Inc.'s support of NPF an ongoing source of strength for our organization. With an operational groundwork so in tune with NPF's mission, *WholeFoods Magazine* is an ideal proponent to further the foundation's goals of enhancing and promoting the integrity of natural products through quality, science and education. By participating in key initiatives like the NPF Truth In Advertising program, *WholeFoods Magazine* has continuously reaffirmed their commitment to reliable, informative publishing practices.



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The Beginnings of a Healthy Match

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a variety of services to the uninsured and financially needy in Sarasota County, Florida. Through collaborations like this inaugural match, the Natural Products Foundation is working with the natural products industry to make a difference in the lives of low-income individuals and families.

Thus far, seven additional community health programs around the country are participating in the project: Creating Health Institute, Spokane, Wash.; Erie Family Health Center, Chicago, Ill.; Fourth Street Clinic, Salt Lake City, Utah; Leahy Center Clinic for the Uninsured, Scranton, Pa.; NO/AIDS Task Force, New Orleans, La.; North by Northeast Clinic, Portland, Ore.; and West Side Community Health Services, St. Paul, Minn.

NPF is continuing to enroll community health programs and natural products companies to participate in Healthy Match. All products contributed go directly to the community program of the

donor's choice, and contributions, material or financial, are generally tax deductible. To find out more about the Natural Products Foundation's Healthy Match program and to make a donation, please visit our website at: naturalproductsfoundation.org/healthymatch or contact Natural Products Foundation development director Deb Knowles, at debknowles@supplementinfo.org or 941-349-9044.

Short and Sweet: We Tweet!

After an initial micro-fundraising campaign for the foundation's Healthy Match Program on the adorable social network and micro-blogging site Twitter, NPF has now created its own page to keep in touch with all of our favorite people on the Web. Join the fun and check us out at: twitter.com/NaturalProduct

Pledge Form

I would like to help promote the integrity of natural products through quality, science and education as a contributor to the Natural Products Foundation.

My gift is for the total amount of \$ _____

Individual and/or corporate name as you wish it to be recognized in foundation materials:

Paid in full by check payable to the Natural Products Foundation
 Please charge my credit card for the full amount of my gift. Visa MC AmEx

Card Number _____ Exp. Date _____

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Mail contributions to: Natural Products Foundation, 1773 T St. NW, Washington, DC 20009

The Natural Products Foundation is a registered 501(c)(3) non-profit organization. Tax ID # 61-1471460



Meet the Natural Products Foundation Board Members:

Curt Valva

I joined the Natural Products Foundation board to show my support for the natural products industry and to step up to a leadership position in forming its future. I believe the NPF mission: "To enhance and promote the integrity of natural products through quality, science, and education" is critical as we continue to grow as an industry and serve consumers looking for effective natural products.

As a 26-year veteran of the natural personal care/cosmetics industry, I am committed to making a significant difference in natural personal care products. As recent trends have shown, an industry-wide shift toward natural ingredients will be a driving force in the future of cosmetic and personal care products. To make sure such developments are truly beneficial for consumers, certain standards will need to be upheld. "Natural" must not become an empty buzz-word applied haphazardly, a simple advertising ploy.

As a member of the NPF Board of Directors, I will be a strong force in the development of standards for natural cosmetics and personal care items. By creating resources and education materials in collaboration with the Natural Products Association and supporting the NPA Natural Seal and Natural Standard, the foundation is working to ensure that individuals seeking wholesome, natural beauty products will have access to reliable information and the highest quality natural ingredients.

The Natural Products Foundation board is an active, dedicated group, working hard to improve our industry and our future. Please join in the Foundation efforts, through financial support or a commitment of your time. You can help us make a difference.

Curt Valva is the General Manager of Aubrey Organics, a leader in all-natural personal care products. Mr. Valva graduated from Hofstra University in New York and holds a BBA in Marketing and an MBA in Finance from the Zarb School of Business. Mr. Valva is also involved with IFOAM and BDIH to advise on the possibility of global harmonization of organic standards for personal care products.

Natural Products Foundation Needs Your Support

The NPF fundraising committee is hard at work raising money for vital foundation initiatives. This busy group includes:

- Jon Benninger, Virgo Publishing
- Randy Dennin, Industry Consultant
- Frank Lampe, InnoVision Health Media
- Jim Roza, Reliance Vitamin Company
- Suzanne Shelton, The Shelton Group PR
- Curt Valva, Aubrey Organics
- Janet Woods, J. Woods Associates

The committee is making calls to colleagues summarizing NPF successes, explaining plans for new projects, and asking for pledges. Please don't wait for us to call you! Contact Deb Knowles with your pledge today: debknowles@supplementinfo.org or 941-349-9044.



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WE SUPPORT A STRONG FOUNDATION

The Natural Products Foundation relies on the contributions of individual companies and industry trade associations to ensure the future growth of our industry. Your contribution supports the foundation's efforts to stimulate and support research, education and knowledge regarding dietary supplements, nutritional foods, and related products.

Join the companies listed above and help us demonstrate and communicate the true value of natural products. Help us build the strong foundation needed to help our customers and help ourselves.

Become a Supporter. Call (941) 349-9044 or visit www.NaturalProductsFoundation.org