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www.NaturalProductsFoundation.org

Dietary Supplement Truth in Advertising Pledge Program

Code of Conduct

Participants in the Natural Products Foundation's Truth-in-Advertising Pledge Program (TIAPP) are committed to ensuring that consumers get accurate information about legally marketed dietary supplements so that they can make informed decisions in promoting and maintaining their health. In that regard, participants agree to abide by the following code of conduct: any advertisement or marketing materials created, published, or otherwise provided or disseminated by program participants, will, to the best of their knowledge, be truthful, not misleading and substantiated. This code is informed by requirements from both the Federal Food Drug and Cosmetic Act (FDCA) as amended by Dietary Supplement Health and Education Act (DSHEA) and the Federal Trade Commission Act and are summarized as follows:

- Not making claims, either expressly or implied, that are not accurate and fail to adequately disclose qualifying information
Verifying that there is adequate substantiation for claims being made, including the level of support, type and quality of evidence presented, and relevance of the evidence to the claim
Not making claims through testimonials or expert endorsements that cannot be substantiated
Ensuring that claims based on traditional use have the appropriate substantiation or clearly communicate that the sole basis for the claim is its history of use for a particular purpose
Ensuring that claims are appropriate for dietary supplements and do not cause the product advertised to be a "drug" under the FDCA.
Using the two-part disclaimer as stipulated by the Dietary Supplement Health and Education Act (DSHEA) of 1994 when appropriate
Strictly adhering to the use of "third party literature" as defined by DSHEA

Dietary Supplement Truth in Advertising Pledge

As a participant in the Natural Products Foundation's Truth in Advertising program _____

_____ [name of company] is committed to upholding the Natural Products Foundation's Dietary Supplement Truth in Advertising Code of Conduct. We pledge to abide by this code of conduct and its accompanying policies and procedures by signature below.

Authorized signature _____ Date _____

Contact Information (name, email, phone number): _____

WAIVER OF LIABILITY, COVENANT NOT TO SUE, AND INDEMNIFICATION

Each company participating in TIAPP will, as a condition of such participation, and in execution of this document manifests its agreement that the Natural Products Foundation, its Board members, Legal Advisory Council members, committee members, employees, or agents shall not be liable to the company for any damages, claims, demands or causes of action, direct or indirect, special, incidental, consequential or punitive, resulting from the company's participation in TIAPP. The company must further agree that it will not sue or otherwise initiate any legal action against the Natural Products Foundation, its Board members, Legal Advisory Council members, committee members, employees, or agents for any damages, claims, demands or causes of action, direct or indirect, special, incidental, consequential or punitive, resulting from the company's participation in TIAPP. The company must further agree that, if it initiates any legal action in violation of the prohibition set forth in the foregoing sentence, the company will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by the Natural Products Foundation, its Board members, Legal Advisory Council members, committee members, employees, or agents by virtue of any such action.

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

Contact information:
Deb Knowles
Executive Director
(941) 349-9044