

As the dietary supplement and functional food industry faces impending age restrictions on its products in New York, with other states also seeking to fill perceived gaps in regulation, and ongoing scrutiny from critics over melatonin and gummy supplements, CRN's thoughtful and expert execution of work driven by our board-developed strategic plan was well underway in the first quarter of 2024.



Following is a brief recap of CRN's impactful work for its members during Q1 in each of the areas of our strategic plan:

Expanding Self-Regulatory Initiatives

- CRN adopted new guidelines for dietary supplements and functional food sold on e-commerce platforms.
- CRN adopted updated voluntary guidelines for melatonin and gummy supplements.

Influencing Public Policy

- CRN filed a suit challenging a new law in New York state that restricts minors from access to certain supplements as well as a motion for preliminary injunction to halt enforcement.
- CRN responded to Sen. Durbin on tianeptine, addressing concerns about adulterated products masquerading as supplements.
- CRN called out misinformation about mandatory dietary supplement listing, reaffirming its support of providing FDA with this tool for appropriate visibility into the marketplace.
- CRN helped to relaunch the congressional Dietary Supplement Caucus.

Improving Consumer Access

- CRN Foundation relaunched the Vitamin D & Me!® website, enhancing practitioner and consumer education on the value of vitamin D.
- CRN responded to government prenatal dietary supplement report, advocating for evidence-based information on supplement use during pregnancy.

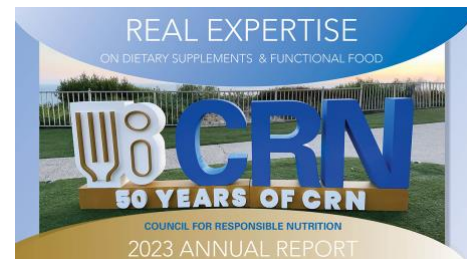
Cultivating Positive Public Perceptions

- CRN published an updated Economic Impact Study showing the significant contributions of the supplement industry to the U.S. economy with interactive data by state and congressional district.
- CRN partnered with Radicle Science to establish the Trailblazing Woman award celebrating contributions of women leaders within the CRN community—to be presented in October.

Expanding Membership and Educational Offerings

- CRN announced board of directors election results and new term officers, highlighting the high-level leadership steering the association's strategy.
- CRN partnered with NSF to present virtual training on GMP inspections, offering educational resources to uphold regulatory standards and preparedness.
- CRN presented a webinar and Expo West session on "FSAs, HSAs, and Dietary Supplements: Current Coverage and Future Opportunities."
- CRN welcomed new members: Focus Consumer Health, NaluBio, Nutraforia/Dr. Siegal's, Purple Tree Labs, and Vitafor.

Review our 2023 annual report
Hear from the CRN senior staff team and see how their expertise enhanced our members' position in the marketplace.



Catch up on thought leadership

See bylined articles from CRN President & CEO Steve Mister:

- Opinion: Mandatory Listing: Facts, Fiction and Conspiracies *NutraIngredients-USA*
- Bad company: How the industry can save itself—and consumers—from fake supplements *Natural Products Insider*

Save the date for our annual events

Experience a new format with something for everyone on your teams.

**OCTOBER 9–11 | GRAND AMERICA
SALT LAKE CITY, UTAH**

CONVERGENCE'24

SCIENCE
In Session **wellcomms™**



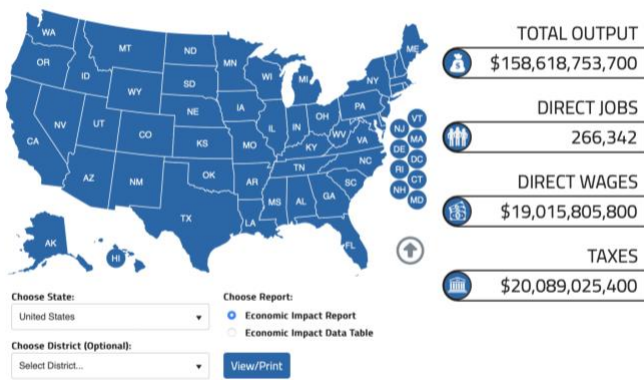
Go deeper: Access additional details about CRN's Q1 2024 accomplishments via our website: www.crnusa.org/Q12024

CRN and its members lead in establishing self-regulatory initiatives demonstrating the highest quality and ethical standards

CRN’s Board of Directors recently approved new guidelines for the labeling of gummy dietary supplements, along with guidelines for supplements and functional food sold on e-commerce platforms, and important updates to the guidelines for melatonin-containing dietary supplements marketed for sleep support—all developed by the association’s working groups of members and staff. Adopting these guidelines underscores CRN members’ commitment to delivering products that exceed consumer expectations and regulator requirements.



Learn more about CRN’s Economic Impact Study (EIS) www.crnusa.org/impact



The EIS, with newly updated data, is a vital part of the industry’s advocacy efforts as it allows CRN to specifically quantify and communicate to legislators and constituents the financial importance of supplement companies within each legislative district.



Meet the industry leaders among our member companies

www.crnusa.org/Profiles-in-Leadership

Nestlé Health Science
CEO
Abigail Buckwalter
Talks empathy, obsession, and agility

Radicle Science Co-Founders
Pelin Thorogood, MBA
Jeff Chen, MD, MBA
Talk data-driven research, innovation, and credibility

Kyowa Hakko
VP, Global Brand Marketing
Karen Todd
Talks togetherness, diversity, and trusting yourself

And the technical experts behind the products, ingredients, and services

www.crnusa.org/CRN-Experts-Explain

Q&A: Bridging science and consumer satisfaction

“Consumers are doing their own research and looking for proof of science. Providing that elevates their trust in our products and solutions, which translates to loyalty to the brands we work with.”

Tammi Higgins SVP, Global Product, Marketing and Applications, Lycored

Q&A: Putting the pro in probiotic testing

“Companies want to do the right thing and they are engaging with cutting edge science to be able to definitively say what is in their products.”

Andrzej Benkowski Technical Manager, Eurofins

Q&A: Connecting scientific innovation to market success

“My path began in the realm of basic science, and I learned the hard way that commercial success in our industry requires much more than ‘great science.’”

Karin Hermoni Principal, Imagine Health Solutions

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