

CRN closed Q4 2024 strong, marking an impactful year of work, including setting the record straight about the safety of prenatal vitamins, moving forward its litigation fighting for the industry's First Amendment rights in relation to age restrictions, and much more. See details of the items summarized below at crnusa.org/Q42024 or access via the QR code.



Following is a brief recap of CRN's work for its members during Q4 in each of the areas of our strategic plan:

Expanding Self-Regulatory Initiatives

- **CRN promoted the range of self-regulatory programs in the supplement industry**, wrapping up its 2024 campaign, "Responsible. It's Our Middle Name." The campaign highlighted CRN's leadership in the industry through a range of self-regulatory programs like The Supplement OWL, Voluntary Guidelines and the Vitamins & Mineral Safety handbook. Components of the campaign included a quiz at CRN's annual conference, several articles in trade press and a byline from SVP Andrea Wong, Ph.D., on the importance of "making the harder choice," to foster trust and demonstrate commitment to improving the industry from within.
- **A new fourth edition of the CRN Vitamin & Mineral Safety publication** started taking shape as research and writing began to update the recommendations for safe upper levels for 27 essential nutrients. Using a risk assessment model that uses only human data, the new edition will include the latest publicly available research. Previous editions are routinely used by governments and policy makers around the globe to set upper levels for many supplements.
- **CRN continued to convene members** of its Self-Regulation Review Working Group. The group is evaluating existing self-regulatory programs to determine which need revision and to guide decision making on what future guidelines will be developed.



Influencing Public Policy

- **CRN publicly addressed misconceptions** about DSHEA and advocated for balanced dialogue on supplement regulation in response to outgoing FDA Commissioner Califf's remarks during an FDA-NIH workshop. CRN President & CEO Steve Mister commented that it will be "a refreshing change to have government leaders who acknowledge the benefits of supplements, and the role better nutrition plays in disease reduction. Cabinet officials who don't start from a place of skepticism and distrust can be advocates for a more integrative approach to health that focuses on prevention."
- **CRN encouraged broader inclusion of dietary supplements** in the 2025 Dietary Guidelines Advisory Committee's recommendations, urging recognition of supplements as essential in addressing nutrient gaps.
- **CRN publicly challenged the USPSTF's draft guidelines** advising against vitamin D and calcium supplements, emphasizing their essential role in health maintenance for older adults. "If you're not accounting for these people who are already at risk, those are the people who will benefit the most from supplemental vitamin D and calcium."



"Dismissing supplementation as unnecessary for the general population undermines its value for those who need it most. It's time for guidance that reflects the full scope of science and prioritizes public health equity."

CRN SVP, SCIENTIFIC & REGULATORY AFFAIRS, ANDREA WONG, PH.D.



"With food sources alone proving insufficient for certain nutrients like vitamin D, the inclusion of dietary supplements in the guidelines is not only practical but necessary to promote public health."

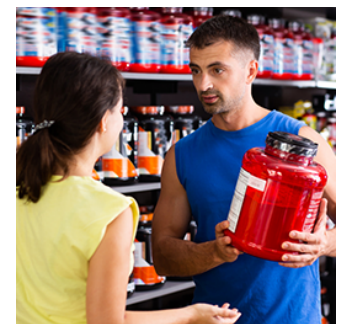
CRN PRESIDENT & CEO STEVE MISTER

CORRECTING THE RECORD ON PRENATALS



CRN worked over several weeks spanning November and December resulting in the withdrawal of a flawed American Journal of Clinical Nutrition article that erroneously maligned prenatal dietary supplements.

DEFENDING SUPPLEMENT MARKETERS' FREE SPEECH



CRN continued its litigation against the State of New York seeking to overturn a law placing age restrictions on certain dietary supplements promoted for weight management or sports nutrition. The restrictions violate the First Amendment rights of marketers and consumers to be able to disseminate and receive truthful information about these products.

Go deeper: Access additional details about CRN's Q4 2024 accomplishments via our website: www.crnusa.org/Q42024

Influencing Public Policy, continued

- **CRN connected with scientific leaders** at the National Institutes of Health’s (NIH) National Center for Complementary and Integrative Health (NCCIH) Coalition for Whole Person Health inaugural meeting.



CRN’s Luke Huber (right) with NCCIH staff

Improving Consumer Access

- **CRN continued to push back on** legislative proposals in three states (MA, MI, and NJ) that seek to place misguided age restrictions on supplements that would limit access for everyone to legal products that are safe and beneficial and is advancing its litigation in the state of New York to overturn an existing law.
- **CRN kicked off a new partnership** with the National Association of Free and Charitable Clinics (NAFCC) to provide products to underserved populations and provide nutrition education to inform their overall health and wellness choices.



CRN’s Jeff Ventura speaks with NAFCC’s Ariana Gordillo De Vivero for the Supplement Source podcast.

Cultivating Positive Public Perceptions

- **CRN pushed back against a flawed study** misrepresenting the safety of prenatal vitamins that incited unnecessary anxiety among pregnant women. After identifying methodological errors and clarifying misapplied standards in the paper, CRN succeeded in getting the paper withdrawn and the accompanying press release from the author’s university removed.
- **CRN presented important findings** from the CRN Foundation’s “Vitamin D and Me!” educational initiative at the National Community Pharmacists Association 2024 Annual Convention and Expo, with Lois Lin, Ph.D., of CRN associate member SGS Nutrasource taking the stage.
- **CRN highlighted responsible industry players** through its Profiles in Leadership, Experts Explain, and Supplement Source podcast (access via the QR code or visit www.crnusa.org/Q42024 for links)
- **CRN pushed back on inaccurate** reporting on dietary supplements, publicly calling out the erroneous narrative that dietary supplements are “unregulated” through social media posts as well as direct outreach to journalists.



CRN’s session at the National Community Pharmacists Association conference.

Expanding Membership and Educational Offerings

- **CRN held a member breakfast briefing** at SupplySide West to provide updates on the association’s litigation in New York to protect supplement marketers' rights, pushing back against the age restriction law that went into effect in April.
- **In December, CRN presented a post-election virtual panel discussion** for members with expert analysis of implications of the new Congress and Trump Administration for key federal agencies, legislative priorities, and global trade—now available on demand.



CRN’s Megan Olsen and Steve Mister at our breakfast briefing.

