

G I V I N G O U R M E M B E R S

MORE

C O U N C I L F O R R E S P O N S I B L E N U T R I T I O N
2 0 1 6 A N N U A L R E P O R T

 **CRN** *The Science Behind the Supplements*

CRN's MISSION:

To sustain and enhance a climate for our members to responsibly develop, manufacture and market dietary supplements, functional food and their nutritional ingredients.



Less is more—it's a saying we've all heard. It's often true when it comes to matters of aesthetics, or used to emphasize the importance of quality over quantity. But, in 2016, *more* was more at CRN, and the *quality* of work our members have come to expect remained consistent as the *quantity* of accomplishments soared. In 2016, CRN did even more than before.

In 2016, CRN and its member companies made the dietary supplement product registry, envisioned in 2015, a reality, and the Supplement OWL (Online Wellness Library) was born. Following the leadership of CRN's Board of Directors in approving this important initiative, responsible companies heeded the call and came together to embark on the journey toward creating a more complete picture of the marketplace. We're excited to see the Supplement OWL gaining momentum in 2017.

Showcasing the strong economic impact our industry has in the U.S. was also a big part of our work in 2016. With data from an independent analysis funded by CRN and conducted by John Dunham and Associates, we demonstrated the value and importance of the work of our member companies. This past year also brought a new website, redesigned to reinforce CRN's position as the go-to industry source for a variety of stakeholders seeking information about the dietary supplement and functional food industry. And so much more.

We could not do all that we do without the support of you, our member companies, who step up and commit to bringing more to our consumers—more health, more wellness, more vitality. And we look forward to our shared future because there's more to come!

A handwritten signature in black ink that reads "Steve Mister". The signature is fluid and cursive.

Steve Mister
President & CEO
Council for Responsible Nutrition

MORE ACCESS MORE ACCOUNTABILITY MORE IMPACT

CRN achieved many accomplishments in 2016, including these three major initiatives:

ECONOMIC IMPACT REPORT

With data from a CRN-commissioned study, the association demonstrated to a variety of audiences, including legislators and their staff on Capitol Hill, “What’s good for your health is also very good for America’s wallet.” The study found the dietary supplement industry:

- Contributes \$121.6 billion to the U.S. economy
- Creates 754,645 jobs nationwide
- Pays \$38.4 billion in wages

SUPPLEMENT OWL REGISTRY

Quickly evolving from concept to reality, CRN partnered with UL to develop and administer the industry-wide dietary supplement product registry—the Supplement Online Wellness Library (OWL). In 2016, CRN:

- Beta-tested the OWL, engaging member companies and non-member companies with UL to fine tune the input process
- Conducted outreach and educational efforts industry-wide with trade press coverage, speaking engagements and more
- Elevated industry self-regulatory efforts that demonstrated cooperation, maturity and transparency

BRAND NEW WEBSITE

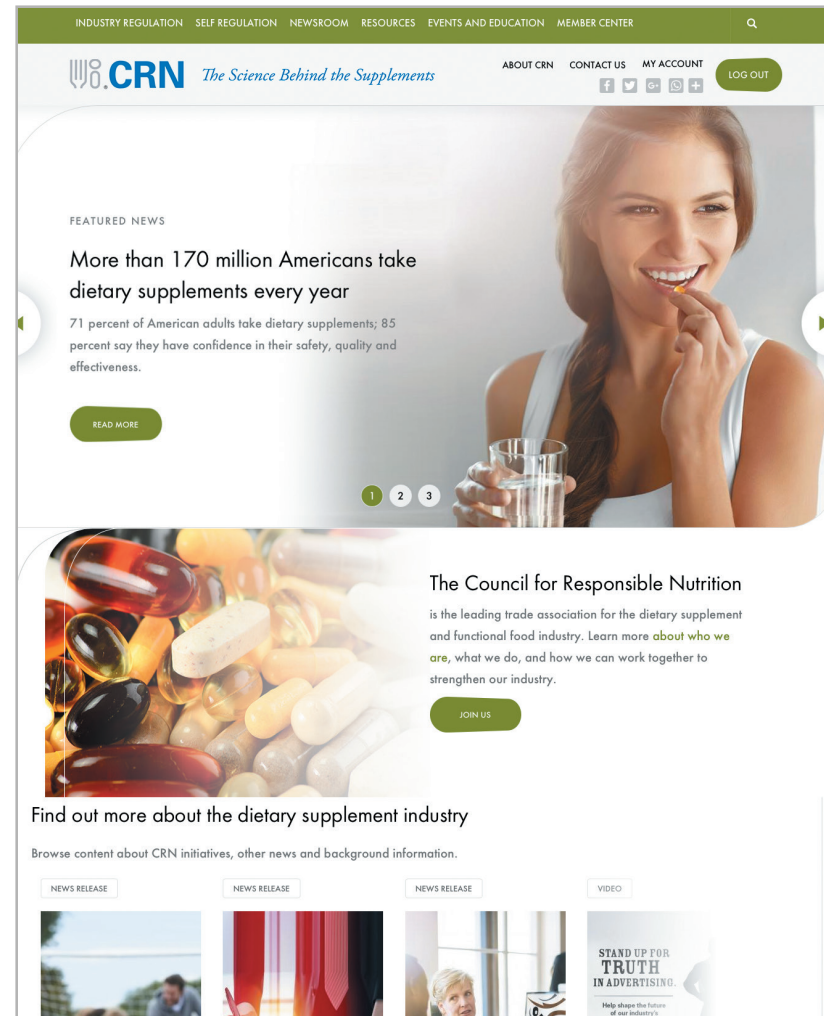
CRN launched a revamped website—a fresh, modern virtual home base for the association, designed to enhance the user experience and simplify navigation. The new website:

- Reinforces CRN’s position as the go-to industry source for a variety of stakeholders
- Is user-friendly, whether viewed from a desktop, tablet, or mobile phone
- Provides a stronger search engine and a more technically functional platform than the former site
- Speaks to CRN members’ credibility and highlights why their products are used by more than two thirds of Americans



“The product registry is a potential game-changer for our industry and we’ve been grateful to see the enormous amount of support from so many in the industry, including both member companies and non-member companies, as well as some major retailers who have expressed strong interest in how it might eventually help them decide what to put on their shelves.”

—Steve Mister, *Drug Store News*



Find out more about the dietary supplement industry

Browse content about CRN initiatives, other news and background information.

- NEWS RELEASE
- NEWS RELEASE
- NEWS RELEASE
- VIDEO



MORE RESPONSIBILITY MORE SELF-REGULATION

In 2016, the Council for Responsible Nutrition Foundation (CRNF) and National Advertising Division (NAD) celebrated the ten-year anniversary of their self-regulatory advertising monitoring program. The program monitors, reviews and challenges dietary supplement advertisements to ensure that ads are truthful, non-misleading and properly substantiated with credible evidence.

270+ case decisions

**\$2.1 million in grants
since 2006**



**STAND UP FOR
TRUTH
IN ADVERTISING.**

Help shape the future
of our industry's
advertising claims.

**Be a super hero.
Protect our consumers.**

 If you see a supplement ad that's misleading, untruthful, or includes claims that can't be substantiated, file a competitive challenge with NAD.

WE'RE MAKING THE FUTURE OF ADVERTISING SAFER

For more information on the
CRN/NAD Initiative, visit
www.crnusa.org/NAD

To file a competitive
challenge with NAD, visit
www.ascreviews.org

 The Council for Responsible Nutrition Foundation (CRNF) and National Advertising Division (NAD) launched their partnership program in 2006. The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including NAD. The self-regulatory system is administered by the Council of Better Business Bureaus.

CRN President & CEO Steve Mister discusses the CRN/NAD program alongside Kat Dunnigan of NAD and CRN's Rend Al-Mondhiry, at NAD's annual conference.



CRN/NAD: Celebrating 10 years

"The CRN/NAD initiative shows just how impactful meaningful self-regulation can be."

—Edith Ramirez, Chairwoman, Federal Trade Commission

MORE EDUCATION MORE ALLIES

CRN's reputation as the voice of responsible industry allowed the association to continue to make inroads with key organizations and grow its influence. In addition, CRN presented a full calendar of educational events and webinars for the industry on the most relevant issues.

BUILDING RELATIONSHIPS

- Donated \$10,000 to the Friedman School of Nutrition Science and Policy at Tufts University
- Presented Mary Swartz Rose Awards to scientific investigators in concert with American Society for Nutrition (ASN)
- Provided a grant to the Academy of Integrative Health & Medicine's Fellowship Program
- Continued outreach to state attorneys general (AGs) by attending meetings of the Democratic and Republican Attorneys General Associations, as well as other AG events
- Co-sponsored an event hosted by BuildUp, a network of registered dietitians (RDs) and RD students
- President & CEO Steve Mister named to U.S. Chamber of Commerce Association Committee of 100

FOODFLUENCE

- Co-sponsored the invitation-only networking/educational event for 30 influential RDs
- Presented "Beyond Traditional Protein Sources" by CRN's Duffy MacKay and "The Role of Key Opinion Leaders in Responding to Emerging Scientific Evidence" by CRN's Judy Blatman

#BLOGHER16

- Co-sponsored largest conference for female bloggers in the U.S.
- Established CRN as an educational resource for the nearly 4,000 bloggers in attendance
- Hosted booth with eight CRN-selected expert Wellness Ambassadors to discuss responsible wellness regimens and supplement usage
- Held educational lunch seminar for 25 influential bloggers

EVENTS & EDUCATION

- Generated record-breaking attendance for its annual events, The Workshop and The Conference
- Held the 7th CRN-International symposium in Germany, in tandem with Codex meeting
- Held first-ever Regulatory Summit
- Co-hosted 4th Annual Legal, Regulatory, and Compliance Forum with ACI
- Held 11th annual Communications and Media Outreach Committee meeting for members
- Presented a reception/scientific talk for Codex delegates in India
- Held six webinars for industry and healthcare professionals covering topics including: New Dietary Ingredients (NDIs); Prop 65; adverse event reports; Brexit; and the post-election political landscape

Council for Responsible Nutrition

“Think of us, we told [the audience of prominent bloggers], when you’re looking to supplement your content with science-based, well-supported information on dietary supplements.”

—Judy Blatman, *Natural Products Insider*



Pictured above, clockwise: members of CRN's Communications team with wellness ambassadors Felice Gersh, M.D., and Holly Lucille, N.D., at #BlogHer16; CRN's Andrea Wong, Ph.D., with Mary Swartz Rose Young Investigator Award winner Zeynep Madak-Erdogan, Ph.D.; a packed house at The Conference, CRN's annual educational and networking event; CRN's Jim Griffiths with Dr. B. H. Lim, chair of the Scientific Committee of ASEAN Alliance of Health Supplement Associations at the CRN-I scientific session in New Delhi.



MORE INFLUENCE

CRN took many opportunities to reach out to policymakers and exert commanding influence on outcomes pertaining to dietary supplements, functional food and other nutritional products. From fighting onerous over-reaching legislation to supporting measures that foster consumer confidence, access and industry growth, CRN got involved—and made a difference.

- Hosted more than 60 industry executives at the 13th annual Day on the Hill, with formal remarks by Reps. Jason Chaffetz (R-UT), Markwayne Mullin (R-OK), Jared Polis (D-CO) and John Shimkus (R-IL), and Sens. John Boozman (R-AR) and Joe Manchin (D-WV)
- Actively engaged with the 35 members of the bicameral, bipartisan Congressional Dietary Supplement Caucus, including co-hosting educational luncheons
- Championed efforts to halt Puerto Rico Administrative Order 346, legislation that would have unfairly taxed dietary supplements manufactured or sold in the U.S. territory
- Opposed proposed amendment to the National Defense Authorization Act (NDAA) that would have required third-party certification of all dietary supplement products sold on military bases
- Supported legislation introduced by Sen. Orrin Hatch (R-UT) and Rep. Erik Paulsen (R-MN) that would allow purchase of dietary supplements with pre-tax HSA/FSA funds
- Launched the GRC mobile app featuring CRN's position statements, briefing materials, congressional biographies and advocacy tools for members
- Helped organize and facilitate plant tours and meetings between member companies and elected officials through an aggressive Congressional Recess strategy, demonstrating GMPs and the industry's commitment to quality and safety
- Organized CRN's Day in Sacramento state lobbying event to meet with legislators where CRN members have facilities and reached out to others who were unfamiliar with the industry
- Aggressively worked to halt Massachusetts House Bill 3471 by writing opposition letters, testifying before the Joint Committee on Public Health, meeting with legislators, building an opposition coalition and more





Pictured here, and counterclockwise, scenes from CRN's Day on the Hill: CRN members meet with Congressional staff; Sen. John Boozman (R-AR) addresses the CRN group; CRN member company executives gathered in Washington, DC, to talk about the economic impact of the industry; Rep. Jared Polis (D-CO) addresses the CRN group.



MORE BALANCE

CRN's departments worked in concert to generate science-based, clear responses to studies, journal articles, editorials and other media reporting. In addition, CRN proactively contributed to the scientific literature, authoring and co-authoring papers published in peer-reviewed and other journals.

HIGHLIGHTS INCLUDE:

RESPONSES

- Penned a published Letter to the Editor responding to "Emergency Department Visits Related to Dietary Supplements," in the *New England Journal of Medicine (NEJM)*, incorrectly categorizing some homeopathic, over-the-counter drugs and other products as supplements
- Monitored development of and prepared members for a PBS "Frontline" episode, investigating the dietary supplement industry—CRN was quoted in several industry trade press analyses of the episode
- Submitted a Letter to the Editor published in the *Wall Street Journal*, emphasizing the importance of patients being open with their doctors about the supplements they take
- Statement featured in NBC Nightly News segment covering dietary supplements and potential interactions with prescription drugs
- Rapidly responded to *Consumer Reports* issue that focused on dietary supplement regulation and 15 ingredients the publication asserted are unsafe

PAPERS

- Co-authored **Indian Regulations Applicable to Dietary Supplements and Nutritional Products** *NutraCos*
- Co-authored **Assessing Natural Product-Drug Interactions: An End-to-End Safety Framework – A Workshop Report.** *Regulatory Toxicology and Pharmacology*
- Co-authored **Pure Powdered Caffeine: Stakeholders Take Measure of FDA's Warning Letters.** *The Food Drug and Law Institute, Food and Drug Policy Forum 2016*
- Co-authored **Nutrient Reference Value: Non-Communicable Disease Endpoints—A Conference Report.** *European Journal of Nutrition (and translated into Arabic, Chinese, English, French, German, Japanese, Korean, Portuguese, Russian and Spanish for the CRN-I website)*
- Co-authored **Oxidation in EPA- and DHA-rich Oils: An Overview.** *Lipid Technology*
- Authored **Regulation, Substantiation Requirements and Enforcement of U.S. Dietary Supplement Claims.** *Regulatory Focus, Regulatory Affairs Professionals Society*
- Co-authored **Iodine Content of Prenatal Multivitamins in the U.S.** *Presented at the Annual Meeting of the American Thyroid Association*



“Overwhelmingly, dietary supplements are safe and play a valuable role in helping Americans live healthy lifestyles. The industry is regulated by the FDA, and the robust regulations give the government the ability to remove unsafe products from the market. It is patently illegal for products to be sold as dietary supplements if they contain prescription or illegal drugs, and we urge the government to use its enforcement authority to protect consumers from those products.”

— Steve Mister, *ABC News*



MORE CONTENT

As it engaged with stakeholders and new audiences, CRN maintained a consistent, focused and solid voice, representing the scientific interests of the industry and promoting responsible supplement and functional food consumption.

JUST THE FACTS

- Launched the #SupplementFacts social media campaign featuring a series of short, easy to understand facts about dietary supplement science, regulation, health care cost savings, consumer usage and economic impact

CONSUMERS COUNT

- Promoted data from CRN's annual Consumer Survey on Dietary Supplements, reporting an increase in supplement usage among U.S. adults and an elevated trust and confidence in the industry and its products

AMPLIFYING THE SCIENCE

- Generated positive publicity based on scientific studies and presentations at scientific conferences—efforts resulted in over 100 placements in popular media outlets

Supplement Facts

92% of dietary supplement users say they read and follow the directions on supplement labels.

Council for Responsible Nutrition

www.crnusa.org

71% of U.S. adults take dietary supplements



Pictured above, one of CRN's Supplement Facts; right, data from the 2016 CRN Consumer Survey on Dietary Supplements showed an increase in usage from 68% in 2015

Prevention

MEN'S FITNESS

Men's Health

LIVE HEALTHY | Q+A

THE DO'S AND DON'TS OF VITAMIN D

Researchers have long warned about the risks associated with not getting enough of the sunshine vitamin, including heart disease and some cancers. Never studies have linked low levels to Alzheimer's and dementia. Get your dose the smart way this winter.



► DO get your vitamin D from natural sources as much as you can. Few foods contain it, but fatty fish and fortified orange juice.

Deficiency (like bone pain or weak muscles) or you have a condition such as Crohn's disease that makes you prone to it. The U.S. Preventive

risk of skin cancer is too great to go without SPF. ► DON'T go beyond the upper limit recommended for adults (4,000 IU)

longevity

Woman's World A great week made easy!

Health



HEALTHYLIVING MAGAZINE

Medscape



SHAPE

AARP abc 7

Real Possibilities

CBS New York

HEALTH NEWS! Stay stronger longer with vitamin D! Taking a vitamin D supplement prevents muscle loss during and after menopause! Brazilian researchers found that older women who supplemented with 1,000 IU of D daily had stronger metabolism-boosting muscle as a result and were less likely to fall or suffer from weakness, too!

14 BYLINES

- 1 Looking Ahead at 2016? Be Prepared! Steve Mister NutralIngredients 2 Seriously, What Business Are You In? Steve Mister Nutrition Business Journal 3 What Happens in Europe Doesn't Stay in Europe Jim Griffiths, Ph.D. Natural Products Insider 4 Supplements—Good for Health, Good for Economy Steve Mister Chain Drug Review 5 The Importance of Being Common Steve Mister Natural Products Insider 6 NDI Draft Guidance Chance to Prove Critics Wrong Steve Mister Natural Products Insider 7 FDA's NDI Guidance and GRAS Rule: Stop Fighting and Move Forward Steve Mister Nutritional Outlook 8 Embracing the Future: The Dietary Supplement Industry Comes of Age

- Duffy MacKay, N.D. NutralIngredients 9 Supplementing the Changing Media Landscape Judy Blatman Natural Products Insider 10 Bloggers and the Information Domino Effect Judy Blatman Whole Foods Magazine 11 Supplement Advertising Review—Ten Years and Still Going Strong Steve Mister Nutraceuticals World 12 FDA's New Dietary Ingredient Guidance Challenges Industry Steve Mister New Hope 13 CRN & NAD Reflect on the CRN-NAD Advertising Review Program Rend Al-Mondhiry and Kat Dunnigan FDLI Update 14 Rehab a Registry and Steady Progress: The Year that Was Steve Mister Nutraingredients

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PRESS RELEASES

MORE ENGAGEMENT

CRN submitted comments to U.S. and international agencies, emphasizing the need for science-based policymaking and consumer access to safe and beneficial dietary supplement and functional food products and ingredients.

HIGHLIGHTS INCLUDE:

U.S.

CRN submitted comments to:

- USDA on the National Organic Standards Board Sunset Review Process for Carageenan
- FDA on Gluten-Free Labeling of Fermented or Hydrolyzed Foods
- USPSTF on its Draft Research Plan for Vitamin D, Calcium, or Combined Supplementation for the Primary Prevention of Fractures in Adults
- FDA on the Use of the Term "Natural" in the Labeling of Human Food Products
- USDA on Food Packages Available to Recipients through the Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
- FDA on the Regulatory Status of Vinpocetine
- FDA on its Revised Draft Guidance for Industry, "Dietary Supplements: New Dietary Ingredient Notifications and Related Issues"



STATES & TERRITORIES

CRN submitted comments to:

- California's Office of Environmental Health Hazard Assessment (OEHHA) Proposed Regulation on Clear and Reasonable Warning Requirements of Prop 65
- OEHHA Modified Proposed Regulation on Clear and Reasonable Warnings Requirements of Prop 65
- OEHHA Second Modified Proposed Regulation on Clear and Reasonable Warnings Requirements of Prop 65
- Congressional Task Force on Economic Growth in Puerto Rico on Puerto Rico Administrative Order 346
- Puerto Rico Department of Health on its revised Proposed Regulations for Natural Products / Administrative Order 346



MORE MEMBERS

INTERNATIONAL

CRN submitted comments to:

- Turkey's Ministry of Food, Agriculture and Livestock on Proposed Regulations for the Addition of Vitamins and Minerals (and Other Substances) to Foods
- Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) Electronic Working Group (directed by Australia) in support of further discussion and resolution of a Codex Nutrient Reference Value – Requirement (NRV-R) for Vitamin E
- Codex Working Group on proposed draft NRV-non-communicable disease (NCD) for EPA and DHA long chain omega-3 fatty acids (Document CX/NFSDU 16/38/8)
- Health Canada on its "Consulting Canadians on the Regulation of Self-Care Products in Canada" proposal

VOTING:

Brassica Protection Products LLC
Cadena Bio Inc.
ChromaDex
doTerra International
Earthrise Nutritionals
Elysium Health
Hermes Pharma
JX Nippon Oil & Energy Corporation
Mazza Innovation, Ltd.
Nature's Way Brands
New Avon LLC
NeoCell
Pharmore Ingredients, Inc.
Physicians Seal LLC
Piping Rock Health Products, LLC
Post Holdings
Probi USA
Tishcon Corp.
Unique Encapsulation Technology, LLC
Vit-Best Nutrition

ASSOCIATE:

ACG North America
Baker, Donelson, Bearman, Caldwell & Berkowitz P.C.
Genysis Labs
Gilbert LLP – Insurance Recovery Law
JP Tech Insurance Services
Life Science Risk
MBui Consulting LLC
MIDI LABS, Inc.
Pure Branding, Inc.
Ragold, Inc.
Smidt Labs, LLC

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NEW
MEMBERS
IN 2016

MORE STRATEGY

CRN's efforts were guided by its strategic work plan as approved by the association's Board of Directors.

STRATEGIC WORK PLAN 2015 - 2017

Expand 'Responsibility First' initiatives

GOAL: Promote an industry environment in which all companies exhibit responsible behavior and demonstrate a commitment to maintaining consumer confidence in their products and the industry.

Influence government policy on dietary supplements, functional food and other nutritional products

GOAL: Build and maintain a positive regulatory and legislative environment for dietary supplements, functional food and other nutritional products to foster consumer confidence and industry growth.

Foster excellence in nutrition science

GOAL: Foster the development and acceptance of appropriate nutritional science for evaluating the benefits and safety of dietary supplements and functional food.

Positively influence public perception of dietary supplements and functional food

GOAL: Endorse the safety and benefits of dietary supplements and functional food and promote a positive industry image.

Build CRN membership

GOAL: Expand CRN membership to be representative of all aspects of the industry, to enhance the association's voice on behalf of all industry stakeholders, and to generate necessary resources for expanded CRN programming.

MORE STAFF

By the end of 2016, CRN staff grew to 20, the largest team in years, to better serve our members and bring the association's initiatives to fruition. Though still operating lean and efficiently, the fuller staff allows CRN to accomplish even more.

YOUR CRN TEAM

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