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NEWS RELEASE

For Immediate Release
October 11, 2018

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Streamlined and Efficient Regulatory Structure Critical to Protecting Consumers and Public Health, says NPA

NPA Comments on FDA's Multi-Year Nutrition Innovation Strategy

WASHINGTON, D.C. – The Natural Products Association (NPA) today called for a streamlined and efficient regulatory structure to protect consumers and public health as the Food and Drug Administration implements its “Comprehensive, Multi-Year Nutrition Innovation Strategy.” NPA’s comments can be viewed [here](#).

“NPA supports the goals of FDA in its plans for the Multi-Year Nutrition Innovation Strategy and its efforts to promote public health and foster the development of healthier food options,” said Daniel Fabricant, Ph.D., president and CEO of NPA. “The increased demand for natural products means that a streamlined and efficient regulatory structure is critical in order to protect consumers and public health. We are pleased to work with FDA and the Trump Administration to ensure that health conscious American consumers have access to the products they use every day.”

In its comments, NPA commented on the following four areas from FDA’s notice to stakeholders in the Federal Register [here](#):

- Creating a more efficient review strategy for evaluating qualified health claims on food labels
- Discussing new or enhanced labeling statements or claims that could facilitate innovation to produce more healthful foods and more healthful consumer food choices
- Modernizing the standards of identity to provide more flexibility for the development of healthier products, while making sure consumers have accurate information about these food products
- Providing opportunities to make ingredient information more helpful to consumers

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents approximately 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements and health/beauty aids.

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