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NEWS RELEASE

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Sports Nutrition Experts to Present at NPA's The Big Natural

NPA Big Natural Announcement Comes as the NHL Stanley Cup is in Full Swing

WASHINGTON, D.C. – Nyree Dardarian, Director of Drexel University's Center for Nutrition and Performance, and Jonathan Scheiman, CEO of FitBiomics, are confirmed sports nutrition speakers at the Natural Products Association's "The Big Natural" at the MGM National Harbor. The Big Natural is a two-day event on September 11 and 12 that will coincide with the 22nd Annual Natural Products Day, NPA's premier advocacy lobby event on Capitol Hill for the natural products industry on September 10.

"With the NHL Stanley Cup in full swing, NPA is excited to announce Nyree Dardarian, who is the sports team nutritionist for the Flyers organization as well as the Philadelphia Union of MLS soccer, as a platform speaker for The Big Natural," said Daniel Fabricant, Ph.D., President and CEO of NPA. "We also have Jonathan Scheiman, who founded FitBiomics and studies the microbiomes from elite athletes. Sports nutrition and probiotics are taking center stage this year at The Big Natural."

Nyree Dardarian is the Director of the Center for Nutrition & Performance (CNP) in the Department of Nutrition Sciences at Drexel University. Dardarian is the sports nutritionist for the professional teams Philadelphia Flyers (NHL) and Philadelphia Union (Major League Soccer), serves as a sports dietitian delegate for Team USA, and works with professional squash players in her individual time. She developed Dragon Gels, which is fueling athletes on the Flyers, Union, US Squash team and Drexel.

Jonathan Scheiman is a co-founder and the CEO of FitBiomics, and previously served as a research fellow at the Wyss Institute at Harvard. Through his research, Dr. Scheiman has been able to determine which bacteria are associated with peak performance and recovery. Dr. Scheiman has pinpointed the specific microbial profile of elite athletes and how specific probiotics can enhance their performance. He has subsequently developed probiotic ingredients for the marketplace that promote recovery and energy metabolism.

The Big Natural is bringing together a diverse group of industry leaders and experts in the nutritional supplements and natural products industries.

The Big Natural
September 11-12
www.thebignatural.com
MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural



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brings together industry leaders, innovators and government officials who share insights that will educate, empower and spark innovative ideas to drive the industry forward.

Open to both NPA Members and Non-Members, The Big Natural attracts a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:

- Strategy & Product Development
- Legal, Regulatory & Compliance
- Digital Initiatives, Branding, Marketing and Advertising
- Merchandising, Distribution & E-Commerce
- Analytics and Big Data
- Customer Experience and Customer Service
- Business Development & Finance
- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

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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 over 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. Visit www.npanational.org