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NEWS RELEASE

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CBD Industry Leaders to Present at NPA's The Big Natural

Announcement Comes as the FDA Considers How to Regulate CBD

WASHINGTON, D.C. – Najla Guthrie, President of KGK Science 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 to 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.

The announcement comes following the FDA's hearing on CBD May 31st. NPA is currently spearheading the charge to include a CBD food pathway to market, however, there has not been any regulatory guidance from the FDA on CBD following a nearly year-long effort from industry.

"We set out to plan a program that offered the most up to date and relevant topics for attendees, and CBD is one of the hottest products and issues out there," said Daniel Fabricant, Ph.D., President and CEO of NPA.

Najla Guthrie serves as the President and CEO of KGK Science. Guthrie has published over 50 papers in peer-reviewed journals and is widely recognized as a global leader and sought after spokesperson in the nutraceutical trade. She is also a lobbyist for the advancement of policy changes in the supplement and cannabis industries.

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



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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