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## NEWS RELEASE

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# NPA Offers Resources to Amazon as Online Retailer Warns Customers About Counterfeit Nutritional Supplements

**WASHINGTON, DC** – The Natural Products Association (NPA) today offered to be a resource for Amazon as the online retailer warns customers about counterfeit nutritional supplements. Amazon recently [warned customers](#) some Align Probiotic supplements were fake, later issuing an assurance that those products currently for sale on its site are safe. NPA’s members include both the manufacturers and retailers of nutritional supplements, including Vitamin Shoppe and GNC and all sizes of natural products businesses.

“We are still learning about what exactly the problems Amazon is dealing with related to these warnings, but what we do know is that there’s a much more systematic approach to protecting consumers from bad actors,” said Daniel Fabricant, Ph.D., President and CEO of NPA. “We met with Amazon over a year ago to encourage their participation in the Supplement Safety and Compliance Initiative, to play a role, industry-wide to establish a system of continuous improvement, that manufacturers and distributors must meet or exceed to be accepted in major retailers. We’re confident that NPA membership and all of the benefits and information that comes with it could offer Amazon a more streamlined approach to handling bad actors.”

SSCI was founded by Wal-Mart, GNC, Vitamin Shoppe, and Whole Foods. More information about SSCI can be found [here](#).

### **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](http://www.npanational.org)