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NEWS RELEASE

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NPA Rejects Oregon Health Claims Proposal *NPA's Kyle Turk to Testify at Public Hearing*

WASHINGTON, DC – Natural Products Association (NPA) Deputy Director of Government Affairs Kyle Turk will testify at an [Oregon Department of Justice](#) hearing today at 10 AM PST. The proposed rule is duplicative of federal law, would confuse consumers, raise costs for taxpayers, and do nothing to protect public health. In [prepared remarks](#), Turk outlined NPA's objections to the proposal:

"First, it would likely confuse Oregon's consumers and raise their costs for safe and regulated dietary supplements with no increased benefits to consumer protection. Second, it is unnecessary, redundant and likely to be overturned by future litigation. And third, it would burden Oregon taxpayers not only from increased law enforcement outlays but from the real potential that Oregon consumers would simply go online to purchase the products they want instead of buying them in-state, which would have negative impacts on state business income tax revenue, not to mention Oregon's dietary supplement industry."

"But most important is consumer protection, and here is why this proposal is unnecessary. As the state's own economic impact analysis of the proposal states, the Federal Trade Commission (FTC) has national enforcement responsibility for false claims on products and FTC is the authority with regards to regulation in order to ensure the goal of a uniform national standard. Uniform standards are critical because they allow businesses to make claims with confidence that they are in compliance."

NPA also plans to submit written testimony for the record.

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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