



Ready to be a part of
something big in Natural?

**Join NPA. 85 years of working together
for change...Naturally.**

Who We Are



The NPA is committed to helping natural go further.

Membership means that you are a part of the nation's healthiest industry. We have more than 85 years of experience championing the people and policies that fuel success for natural product manufacturers and retailers, and the jobs they create and the lives they impact.

Mission Statement

As the leading voice of the natural products industry, the Natural Products Association's mission is to advocate for the rights of consumers to have access to products that will maintain and improve their health, and for the rights of retailers and suppliers to sell these products.

Vision Statement

The Natural Products Association strives to achieve a broader, more accessible marketplace for natural products that will improve the quality of life for consumers worldwide.

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NPA's Impact During COVID-19

NPA has elevated its role as **the voice of natural products** during the COVID-19 pandemic to empower the industry that powers the economy.



NPA Kept the Supply Chain Open

Working with the federal government, NPA was able to get dietary supplement manufacturers explicitly deemed as essential businesses.

NPA Kept Retail Open

Through advocacy efforts across all 50 states, NPA was successful in keeping natural product retailers open in 47 states and limited the duration of closure from 4 weeks to 2 weeks in three states.

NPA Job Board

Since the pandemic began, the NPA has established a job board for workers in the natural products industry to stay up to date on the latest openings.

NPA Advocacy

NPA delivered over 20,000 personal messages from natural product advocates to federal, state and local officials in support of the natural products industry.

COVID-19 Updates

NPA was the first in the industry to establish a dedicated COVID-19 page, work with industry leaders like the Consumer Banking Association to host an educational webinar on how to receive PPP loans, and established a regulatory matrix on FDA inspections that were suspended during the pandemic.

NPA Events

In addition to the record setting Big Natural, NPA hosted hundreds of calls and webinars with industry leaders, stakeholders, and members of Congress.

NPA Committees

NPA recruited 250+ industry professionals for committees, working groups, and task forces spanning 175 natural product companies.

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Government Affairs

With NPA's policy experts, gain unique insight into how the legislative landscape will impact your bottom line. Our advocacy tools and resources amplify the natural product industry voice of retailers across the country.

Advocacy Alerts

NPA keeps you up to date on the latest movements on Capitol Hill and state capitols impacting the industry. Stay ahead of the game by being the first to know of any wins, changes, and challenges happening legislatively.

NPA PAC

Federal policymakers create laws and regulations every day that impact the natural products industry. The industry leading NPA PAC is bipartisan, supporting campaigns who are pro-business and pro-natural products.

Natural Products Day

Advocates from across the country come together in our nation's capital for the largest gathering of natural product companies to connect with federal lawmakers and their staff educating them on the importance of a vibrant natural products industry.

Facility and Store Tours

These tours help connect members of Congress and state legislatures to the natural products industry. Our government relations team facilitates a range of tours for elected officials at member's facilities across the country.

Virtual Advocacy

In the wake of COVID-19, advocacy strategy has shifted to being digitally centric. Through our advocacy programs, NPA continues to lead the conversations with industry stakeholders and policymakers leading efforts to address the issues challenging the industry.

Codex Alimentarius


In November 2019, the Natural Products Association was awarded Observer Status by Codex Alimentarius Commission and joined the United Nations Commission on Food Safety and Quality Standards. In that role, NPA will help to support the advancement of food and dietary supplement standards worldwide in an official observer capacity during Codex Alimentarius Commission meetings. Recognition as a Codex Alimentarius Observer means NPA will have the opportunity to contribute expertise, comments and recommendations to advance health standards worldwide.

Speaking for Natural Starts with Us

NPA offers several committees that are exclusively for members. These groups provide an ideal platform to increase their networks, share ideas, establish best practices, grow their careers, and prepare for meetings with elected officials.

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What Value Does Your Trade Association Give You?



Membership with NPA has its perks. There is something for everyone in your company, regardless of title or expertise.

NPA on Demand

Our video platform provides an all-access pass to all employees at member companies to view top-rated content from events like The Big Natural, and programs from our educational series. Members can watch industry videos any time on any device.

The Big Natural

The Big Natural is an industry-driven two day event featuring educational sessions, workshop programming, case studies, and interactive discussions. Bringing together industry leaders, innovators and government officials makes The Big Natural a can't-miss event.

NPA Leadership Series

Our recently launched Leadership Series features conversations with board members, industry leaders and more.

NPA offers

- Compli Committee
- Social Media/Digital Committee
- Probiotics Committee
- Sports Nutrition Committee
- Personal Care Committee
- Membership Committee
- Association Governance
- Conference Committee
- Political Action

COVID Safety

NPA provides guidance and tools that NPA members can use as they operate stores and facilities safely during the COVID-19 pandemic. Areas for guidance include logistics, social distancing, and safety issues, and how to effectively bring employees back to work.

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Tools and Resources

Elevating the Industry—NPA provides **the resources, tools and platforms** to enhance the industry.



Go further with a wide range of tools and resources

- COVID Safety Protocols
- Job Board access
- Legislative and Regulatory updates
- NPA Educational Series
- Certification Programs like Natural Seal, TruLabel, GMP

Industry Insights

Receive updates and alerts on industry topics.

NPA Blog

NPA blog shares stories and updates from around the retail industry including insights, trends, and transformation.

Social Media



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Certifications



GMP Certification

NPA launched the GMP program in 1999, and was the first organization to offer a third party GMP certification for the manufacturing of dietary supplements and ingredients. Upon FDA's final rule in 2007, NPA incorporated all of the federal requirements into the Standard and those that reflect best industry practices, and/or are necessary for the evaluation of compliance to the NPA GMP standard.

In January 2015, NPA and UL, a leading global independent safety science company, developed a certification program using the NPA GMP standard with audits conducted by UL. Companies that achieve this certification can use the co-branded dietary supplement-specific logo for use in product labeling, such as marketing materials, websites, and social media. The use of both the NPA and UL logos is available only to companies certified under the NPA GMP standard with audits conducted by UL.

Natural Seal Program

To protect and equip consumers to maximize their well being, NPA worked with industry experts to develop the Natural Standard and Certification for Personal Care and Home Care Products, a set of guidelines that dictate whether a product can be deemed truly "natural."

The Essence of the NPA Natural Standard

The NPA Natural Standard is based on natural ingredients, safety, responsibility and sustainability.



Natural Seal for Personal Care

Encompasses all cosmetic personal care products regulated and defined by the FDA.



Natural Seal for Home Care

Encompasses home care products, including laundry, dish, hard surface cleaners, and air care products.

Industry Self-Regulation

TruLabel Program

As the first industry self-regulatory quality assurance program, the TruLabel program has the respect and support of our industry champions on Capitol Hill and continues to give the association credibility when addressing various industry issues. It is championed and strongly advocated by our retailer membership. With the industry under fire, this credibility is more important than ever before.



TruLabel is an internal oversight program, providing useful information to advocate for the industry and educate regulators and legislators on the labels of dietary supplement products. This information has been very valuable over the years, especially when there is a potential concern regarding a product, an ingredient, label claim, etc. In these situations, the association can pull information from the database to address the issue and identify companies that may be impacted so that they are notified if they have a product and/or ingredient under scrutiny by the FDA or for which there are emerging issues or concerns.

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