



440 1st St, N.W., Ste. 520, Washington, D.C. 20001

(202) 223-0101, Fax (202) 223-0250

[NPAinfo.org](http://NPAinfo.org)

## NEWS RELEASE

For Immediate Release  
December 6, 2016

Contact: Justin Bartolomeo  
(202) 789-4365  
[jbartolomeo@hdmk.org](mailto:jbartolomeo@hdmk.org)

# NPA Welcomes Efforts to Promote Transparency in Natural Products Industry

## *Cautions AER Does Not Always Tell the 'Full Story'*

WASHINGTON, D.C. – The Natural Products Association (NPA) today responded to the Food and Drug Administration's (FDA) announcement to begin making data from CFSAN's Adverse Event Reporting System (CAERS) available to the public on FDA.gov. Although FDA uses the information in AER reports to identify potential safety signals and products or reports for further follow-up, the data *does not represent a conclusion by FDA* that a product caused a reported event.

"The Natural Products Association shares the FDA's commitment to promoting safety and transparency for the millions of Americans who use natural products," said Dan Fabricant, Ph.D., Executive Director and CEO of NPA. "While this data has the potential to be another tool in the many the government has at its disposal to hold bad actors accountable and to protect consumers, it is important to remember this type of data often tells only part of the story."

"We will be monitoring closely how this information is interpreted and used and will speak out if the system is abused at the cost of small businesses," added Dr. Fabricant. "We have to be certain this is a tool for consumers, and not for the Plaintiff's bar to file frivolous and irresponsible lawsuits, given that the vast majority of these AERs are not causal."

NPA regularly works with FDA to identify examples of non-compliance and potentially illegal practices in the industry. In addition to working with the regulators to identify bad actors, NPA this year launched a database containing over 440 Warning Letters that have been publicly released by FDA, along with enforcement actions taken by the Department of Justice (DOJ) and The Federal Trade Commission (FTC) since 2008.

"It is also worth noting that our industry's safety record is far superior to prescription drugs or even conventional foods because of industry wide consumer protections and our commitment to quality," added Dr. Fabricant. "NPA's pioneering warning letter database is consistent with the highest industry values of transparency and maintaining high quality safety standards for nutritional supplements."

**Natural Products Association**



440 1st St, N.W. , Ste. 520, Washington, D.C. 20001

(202) 223-0101, Fax (202) 223-0250

[NPAinfo.org](http://NPAinfo.org)

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 1,400 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.NPAinfo.org](http://www.NPAinfo.org). Follow NPA on social media:

- Facebook: [Natural Products Association](#) and [The Natural Seal](#)
- Twitter: [NPA National](#) and [NPA Natural Seal](#)
- LinkedIn: [Natural Products Association](#), [Natural Products Group](#) and [Grassroots Action Network](#)

Natural Products Association: 440 1<sup>st</sup> Street, NW, Ste. 520, Washington, DC, 20001

###