



440 1st St. NW, Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250

NEWS RELEASE

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

Top FTC Official to Speak at NPA's The Big Natural

Speaker is FTC's Gatekeeper for All Nutritional Supplement Claims

WASHINGTON, D.C. – Richard Cleland, the Federal Trade Commission's (FTC) Assistant Director of the Division of Service Industry Practices, will speak 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 that will 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.

"Richard is the top official at the FTC who oversees nutritional supplement claims and he has been at the forefront of regulation, advertising and consumer protection at the FTC for almost 30 years," said Daniel Fabricant, Ph.D., President and CEO of NPA. "We are delighted Richard will join us at this year's Big Natural to share his vast amount of knowledge and expertise."

Richard Cleland serves as Assistant Director of the Division of Advertising Practices at the FTC, where he is in charge of nutritional supplement claims. Previously in Cleland's career he was appointed as the Assistant to the Director of the Bureau of Consumer Protection and later as the Assistant Director of the Division of Service Industry Practices. Cleland's area of expertise is in advertising and marketing of health-related products, and he supervises many of the Commission's health fraud and weight-loss product and service law enforcement initiatives.

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.

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



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- 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
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