



Industry Under Attack

Government action can change
the industry faster than anything
and impact your bottom line

- ✘ The **FDA fails to enforce DSHEA** against companies that are flagrantly violating the law.
- ✘ The **FDA pathway for NDI and new product development is unclear** due to drug preclusion position, such as with NAC and NMN.
- ✘ **State and local authorities are taking an aggressive regulatory stance** that would limit access to products such as sports nutrition and energy drinks.

Join **THE VOICE** of the Natural Products Industry.

- ✔ **Leading lobbying presence** at the federal, state, and local levels.
- ✔ **Top regulatory and enforcement minds** in the industry to provide risk mitigation.
- ✔ **Relationships matter**, whether in Washington D.C., or in your state capitol. **NPA's team has a deep network** to support your company.
- ✔ **Legal Actions** against regulators to protect the industry and consumers.



Welcome to the Association

THE HILL LISTENS TO.

AS A MEMBER OF THE NATURAL PRODUCTS ASSOCIATION,
I WILL ADHERE TO THE FOLLOWING CODE OF ETHICS:

- 1 I shall sell or supply nutritional foods, dietary supplements, and related products and services that may be helpful to consumers who seek to maintain or improve their health.
- 2 I shall sell only those products and services that are truthfully and legally labeled.
- 3 I shall engage in treatment, diagnosis, or prescribing only if lawfully licensed to do so.
- 4 I shall engage only in business practices that are legal, including marketing and advertising that is truthful and non-misleading.
- 5 I shall support with individuals and organizations to increase nutritional information and enhance consumer rights.
- 6 I shall be responsible and ethical in my relationships with customers, employees, peers, competitors, governments, and neighbors.
- 7 In the pursuit of this code and these goals, I will defend our First Amendment right to freedom of speech and press to lawfully impart truthful information concerning diet and nutrition, and will defend the health freedom right of consumers to obtain such information from the sources that they may choose.

QUESTIONS?
PLEASE CONTACT US.

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PLEASE RETURN THIS
APPLICATION VIA:

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