



ABOUT NPA

Founded in 1936, the Natural Products Association (NPA) is the oldest and largest trade association representing the natural products industry.

NPA serves as the collective voice of the industry, advocating for businesses, protecting consumer access, and shaping the policies that impact our future.

Representing brands, manufacturers, ingredient suppliers, retailers, service providers, and other stakeholders, NPA provides advocacy, education, engagement, and leadership across the natural products marketplace.

For more than 90 years, NPA has worked to advance science-based policy, protect consumer access to natural products, and support a business environment where companies can innovate, grow, and thrive.

WHY JOIN NPA?

- Stay ahead of regulatory and legislative developments
- Gain access to industry intelligence and expert insights
- Influence policies shaping the future of natural products
- Connect with industry leaders and decision-makers
- Demonstrate industry leadership and commitment
- Participate in conversations impacting the future of the industry

NPA'S IMPACT

PROTECTING CONSUMER ACCESS. ADVANCING INDUSTRY INTERESTS.

- Protected Access to NMN & NAC
- Advocating Before FDA, Congress & State Policymakers
- 300,000+ Advocacy Messages Generated
- Opposed Restrictive State Legislation
- Supporting Industry Growth Through Science-Based Policy

WHY MEMBERS CHOOSE NPA

NO SINGLE COMPANY CAN:

- Monitor every regulatory threat
- Influence every policy discussion
- Represent the interests of an entire industry
- Stay ahead of every legislative and regulatory development
- Protect consumer access alone



TOGETHER THROUGH NPA:

- Stronger Industry Voice
- Greater Regulatory Awareness
- Collective Advocacy Power
- Increased Industry Influence
- Greater Impact on the Future of Natural Products

WHO JOINS NPA?

 BRANDS	 MANUFACTURERS	 INGREDIENT SUPPLIERS	 RETAILERS
 SERVICE PROVIDERS	 CONSULTANTS	 TESTING & CERTIFICATION ORGANIZATIONS	 ACADEMIC & RESEARCH PARTNERS

ADVOCACY IN ACTION

NPA FOUGHT ACROSS ALL THREE BRANCHES OF GOVERNMENT TO PRESERVE ACCESS TO NAC & NMN.

 JUDICIAL Challenged FDA's positions in Federal District Court.	 EXECUTIVE Filed Citizen Petitions with FDA.	 LEGISLATIVE Met with lawmakers on Capitol Hill.
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NMN \$169M+
North American Market

Protected consumer access.

NAC \$234M+
U.S. Market

Preserved availability in dietary supplements.

MEMBER BENEFITS

 REGULATORY & GOVERNMENT AFFAIRS REPRESENTATION Direct representation before federal and state policymakers.	 EARLY AWARENESS OF REGULATORY CHANGES Timely insights so you can prepare, adapt, and stay ahead.	 NPA MEMBER ALERTS Real-time updates on FDA actions and legislative developments.	 FREE REGISTRATION TO NPA FLY-IN DAY Meet with lawmakers on Capitol Hill to advocate for the industry.
 COMMITTEE & WORKING GROUP PARTICIPATION Collaborate with peers on critical industry issues and solutions.	 INDUSTRY INTELLIGENCE & INSIGHTS Data, research, and analysis to inform your decisions.	 MEMBER VISIBILITY OPPORTUNITIES Increase your brand exposure within the NPA community.	 ACCESS TO INDUSTRY LEADERS & DECISION MAKERS Connect with key experts and decision makers shaping policy.
 FREE REGISTRATION TO NPA WEBINARS Expert-led sessions on regulatory and industry topics.	 CRISIS & ISSUE MONITORING Early detection and rapid response to industry threats.	 DISCOUNT ON GMP AUDIT & CERTIFICATION Preferential pricing through NPA's partner program.	 THREE WEEKLY NEWSLETTERS Stay informed with the latest news and regulatory updates.

