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THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

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Longevity & Healthy Aging: A Whole Body Approach

Also Inside:
Immune Support
Children's Health
Prostate Health



NPA to Meet With Congressional Task Force

Stakeholders will submit comments to the Congressional Task Force that will examine Puerto Rican AO 346 as a result of Natural Products Association's (NPA) grassroots and government relations efforts. NPA will work directly with the Task Force to provide input on the damaging effects of administrative order (AO) by meeting with all eight of its members in the coming weeks. NPA was the only industry trade association to work directly with Congress during the passage of PROMESA to ensure that this issue would be addressed by the Task Force.

"NPA's grassroots network played an instrumental role in getting Congress to look at this critical issue for Puerto Rico and the natural products industry. NPA will work directly with the Task Force to inform its members of the damaging impact this order will have on consumers and economic growth in Puerto Rico,"

said Daniel Fabricant, PhD, CEO and executive director of NPA. "We are optimistic that the report will encourage the federal government to remove economic impediments that keep Puerto Ricans from enjoying the extensive health benefits of dietary supplements and other natural products."

AO 346 created new barriers to retailers and distributors of natural products in Puerto Rico, imposing new fees and unnecessary regulations that make it difficult for these products to reach stores in Puerto Rico. With millions of Puerto Ricans utilizing natural supplements, the Order threatens both personal and economic health for those on the island. NPA and its congressional allies including Rep. Ryan Zinke (R-MT) urged the Task Force to include AO 346 in its investigations and successfully worked to include it in the Task Force's



directives in PROMESA.

The bipartisan task force includes notable members of both parties and both chambers, and they are now requesting input from both public and private stakeholders. In a joint statement, they said they desire any insights that experts can provide "to identify what reforms are needed to grow the Puerto Rican economy and promote prosperity on the island."

The Task Force accepted stakeholder input through September 2 and will issue a report on Puerto Rico's economic status and recommendations going forward by December 31, 2016.

For more information, visit www.NPAinfo.org.

Nature's Way Donates 1 Percent to Forest Conservation Efforts

Nature's Way Brands, LLC, based out of Wisconsin, is donating 1 percent of its gross revenue from select products to the Rainforest Alliance. The donation will help support the international nonprofit to conserve biodiversity, ensure sustainable livelihoods and promote the rights and well being of workers, their families and communities.



"Nature's Way was born from the earth in 1968 and our mission is to promote better health through the power of nature," said Michael Devereux, president and CEO of Nature's Way. "We are proud to support the Rainforest Alliance, a top-rated charity that is helping create a world where people and planet prosper together."

Nature's Way Brands, LLC said it would donate up to \$100,000 to the Rainforest Alliance based on the sales of total whole herbs, herbal formulas and standardized herbal extracts from June 1 to August 31, 2016.

"We are excited about this opportunity with Nature's Way, a company that has been involved in the environmental community for more than 47 years," said Ana Paula Tavares, executive vice president of the Rainforest Alliance. "We appreciate Nature's Way's extraordinary commitment to support our mission with the goal of furthering responsible environmental and social stewardship through our work around the globe."

For more information, visit www.naturesway.com.

GNC Honors Polyphenolics' Shrikhande for Excellence in Innovation

Retailer General Nutrition Corporation (GNC, recently honored Polyphenolics retired President Anil Shrikhande for his pioneering contributions to the nutrition industry. GNC CEO Dr. Guru Ramanathan presented Shrikhande with the Career Award for Excellence in Innovation.

During the presentation, Ramanathan described his admiration of Shrikhande's concept of developing a premium grape seed extract product to help maintain normal blood pressure. The result was Polyphenolics' MegaNatural-BP. Calling this concept "exceptional," Ramanathan credited Shrikhande with "contributing to innovation in the nutritional space." GNC recognized other potential uses for this unique ingredient over the years and has included MegaNatural-BP not only in formulations to support blood pressure maintenance, but also in several sports nutrition supplements, and a male performance product as well. Shrikhande accepted the award, stating, "To be getting this from a customer with such a great international reputation is so meaningful."

MegaNatural-BP Premium Grape Seed Extract has shown in three clinical studies to support healthy blood pressure within the normal range with no adverse side effects. It has four U.S. patents and numerous patents issued worldwide, and has been researched both in the lab and in double-blind, placebo-controlled human clinical trials. With each trial, results confirmed its ability to manage prehypertension in at-risk subjects susceptible to cardiovascular disorders.

For more information, visit www.gnc.com.



Shown left to right: Dr. Guru Ramanathan, Chief Innovation Officer and Senior Vice President, General Nutrition Corp., Dr. Anil Shrikhande, retired president of Polyphenolics, and Mike Archbold, Chief Executive Officer, General Nutrition Corp.

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