



May 21, 2017

Steve Mister
President & CEO
Council for Responsible Nutrition
1828 L Street, NW, Suite 510
Washington, D.C. 20036

Dear Steve:

I am pleased to send you this letter of endorsement from the United Natural Products Alliance (UNPA) in support of the new industry-wide initiative, known as the **Supplement OWL™** (Online Wellness Library) – the dietary supplement product registry.

I was first introduced to the **Supplement OWL™** at a Council for Responsible Nutrition (CRN) conference in 2015 where I was most intrigued by the concept of this self-regulatory initiative that UNPA agrees will benefit regulators, retailers, and, potentially, consumers.

While we understand that a product registry, in and of itself, will not serve as a solution to all the problems facing the industry, we do agree that the **Supplement OWL™** is an important and necessary first step. We envision that other self-regulatory programs can be incorporated within the framework of the OWL as it progresses. Further, by creating visibility and transparency for individual products and the companies who manufacture those products, as an industry we are taking a much-needed step forward in accountability to our various stakeholders.

Although we are not making it a condition of membership in UNPA, I sincerely hope that our member companies will give it the strongest consideration, and that our members will participate in the registry. I will continue to watch its progress and encourage companies to continue to become engaged in self-regulatory projects of this nature for the good of the dietary supplement industry.

Sincerely,

A handwritten signature in black ink, appearing to read "Loren Israelsen", written in a cursive style.

Loren Israelsen
President

/hhc