



(This letter was composed by Tom Aarts and distributed to past attendees of the NBJ Summit)

I hope all is going well with you and your company. I am writing to you to make sure your company is aware of a critical new industry initiative designed to bring more transparency and accountability to the dietary supplement industry that started with some discussion at the NBJ CEO Summit a few years ago.

Next week, the *Supplement OWL (Online Wellness Library)*, the industry's first publicly accessible registry of dietary supplement labels and related information, will launch. It will provide regulators, along with retailers and even consumers, with current information about the products, ingredients and marketers of dietary supplements. I hope your company is already making plans to include your products in the *Supplement OWL*.

This new registry is primarily intended to address the issue of accountability. Too often we hear or read the FDA lament that even though the law gives it authority to regulate dietary supplements, it really has no way to ascertain which marketers market which products, which ingredients are included and who really makes the array of supplements in the marketplace. A product registry will address these concerns.

Some have even suggested it's time to establish a mandatory, government-run registration of products. Instead, a number of industry thought leaders have come together over the past 18 months at the annual NBJ CEO Summit and other meetings to envision and create a voluntary, industry-run registry. The Council for Responsible Nutrition (CRN), with the support of these various interests, has co-lead this initiative with the technical expertise of its partner UL to create this database. But it will only succeed if companies like yours take advantage of this opportunity and put your product labels in the *Supplement OWL*.

I invite you to visit the website: www.SupplementOWL.org to learn more about this initiative and how you can become a part of it.

Admittedly, some in the industry have already commented that a registry will not solve all the problems facing the dietary supplement marketplace, from illegal ingredients to poor quality products to outrageous and unsupported claims. And that is true. But the industry needs to start somewhere to help identify products that are mislabeled or contain illegal ingredients. A public registry, accessible to anyone with an internet connection, will shine daylight on the market and demonstrate which companies stand behind their supplements with a willingness to be transparent with their product labels. I am confident that the *Supplement OWL* will become the premier source for all of our industry's stakeholders (from companies to consumers) to learn more about product offerings and enhance consumer confidence in our products and the solutions they provide.

I urge you to visit www.SupplementOWL.org to learn everything you need to know to participate in the registry. If you have further questions, you can direct them to either CRN or UL. Steve Mister, CRN's President & CEO, (smister@crnusa.org) would be glad to answer your questions or for technical issues about uploading your data, Erik Eberhart at UL can help (Erik.Eberhart@ul.com or 913-304-7841). I would also be happy to answer any questions and hear any feedback.

I hope to see your products in the *Supplement OWL* in the coming weeks. In my opinion this is an important initiative for our industry and its future and I look forward to reporting on its adaption at the NBJ Summit this year on July 17-20.

With Highest Regards,

Tom Aarts

P.S. I hope you can join us at the Summit in July. Please let me know if you would like more information on our event this year (eg. agenda, sponsors, attendees) or go to www.nbjsummit.com