

Good Nutrition Saves Lives and Billions of Dollars in Health Care Costs

From Preconception to the Senior Years, Good Nutrition is the Cornerstone of Preventive Health Care

Healthy Foods for a Healthy Life

Whole or unprocessed foods are the cornerstone of the natural or health food industry. The Food and Drug Administration (FDA) has authorized a number of health claims for conventional foods and dietary supplement ingredients. Here are some examples of FDA-approved health claims:

- Soluble fiber from whole oats can reduce the risk of coronary heart disease.
- Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer.
- 25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.
- Foods containing at least 0.65 gram per serving of vegetable oil sterol esters, eaten twice a day with meals for a daily

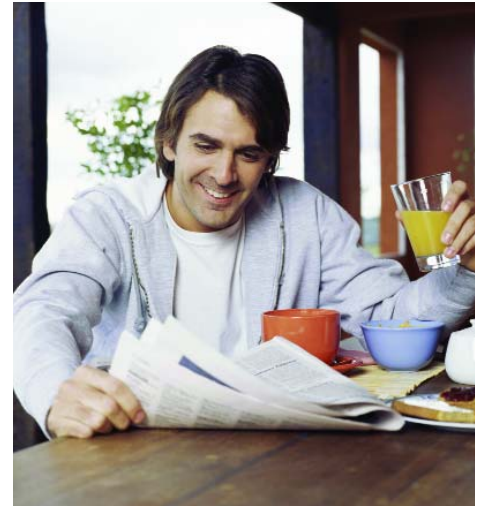
total intake of at least 1.3 grams, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

- Calcium can reduce the risk of osteoporosis and maintain bone health.
- Daily consumption of folic acid reduces birth defects.

Dietary Supplements Save Billions

Dietary supplements not only improve health and quality of life, but reduce health care expenditures by billions according to recent studies conducted by The Lewin Group. Some of the potential savings estimated over a five-year period include:

- Daily intake of approximately 1,800 milligrams of omega-3 fatty acids can reduce the occurrence of CHD (coronary heart disease) among the over-65 population. *Approximately 384,303 hospitalization and physician fees of \$3.1 billion due to CHD could be avoided.*



- Daily intake of six to 10 milligrams of lutein with zeaxanthin may help reduce the risk of age-related macular degeneration (AMD). *Approximately 98,000 individuals could avoid the loss of central vision resulting from advanced AMD and the transition to dependence in the community or a nursing facility, a savings of \$2.5 billion.*
- Daily intake of 1,200 milligrams of calcium with vitamin D among the over age-65 population could prevent *approximately 734,000 hip fractures and hospital, nursing facility, and physician costs of \$13.9 billion.*
- If 10.5 million additional women (of the 64 million American women of child bearing age) began taking 400 micrograms of folic acid daily before becoming pregnant, *approximately 600 babies would be born without neural tube defects and \$1.3 billion in lifetime costs could be saved.*

Dear Legislator:

For 70 years, the Natural Products Association and its members have been active, enthusiastic advocates of good health, meeting Americans' ever-growing demand for natural and nutritious products. Today, as mounting evidence continues to surface about how natural products can not only save lives, but also billions of dollars in health care costs, the Natural Products Association and its members' work is more relevant than ever.



We appreciate your role in governing the natural products industry and welcome opportunities to be of assistance to you. Please feel free to contact us any time at our Washington, D.C. office: (202) 223-0101, ext. 103.

David R. Seckman

—David R. Seckman
Executive Director and CEO
Natural Products Association

The Lewin Group, a wholly owned subsidiary of Quintiles Transnational, is a nationally recognized health care and human services consulting firm in Falls Church, Va. The firm specializes in helping public and private sector clients solve complex problems in healthcare and human services with policy analysis, research and consulting.



About the Natural Products Association

The Natural Products Association (www.naturalproductsassoc.org) is the nation's largest and oldest non-profit organization dedicated to the natural products industry.

Founded in 1936, the Natural Products Association currently represents more than 10,000 retailers, manufacturers, wholesalers and distributors of natural products including foods, dietary supplements, health and beauty aids and more.

Headquartered in Washington D.C., the Natural Products Association also has a national office in California and seven regional offices throughout the country. The association is governed by a 22-member board of directors representing all segments of industry.

The Natural Products Association supports a strong grassroots network of members and consumers passionate about products that contribute to healthier lifestyles. Acting as an advocate on regulatory and legislative issues affecting natural products, the Natural Products Association has been a leading industry watchdog for more than 70 years.

Association members who manufacture or distribute supplements under their own label are required to enroll in the Natural Products Association's TruLabel program, the industry's only self-regulatory testing program, which fosters quality assurance. Natural Products Association members must be enrolled in the TruLabel program to exhibit at the Natural Products Association's annual convention and trade show.

The Natural Products Association launched its own Good Manufacturing Practices (GMP) Certification Program in January 1999, while awaiting publication of federal GMPs for dietary supplements. The Natural Products Association's third-party audit program is designed to review all elements of manufacturing to provide reasonable assurance that products meet their purported quality.

The Natural Products Association develops Position Papers to communicate the association's stance on a broad variety of regulatory, legislative and scientific topics. Position Paper topics include "Alternative and Naturopathic Medicine," "Sports Supplements," "Organic Agriculture," and "Labeling of Dietary Supplement and Natural Food Products."

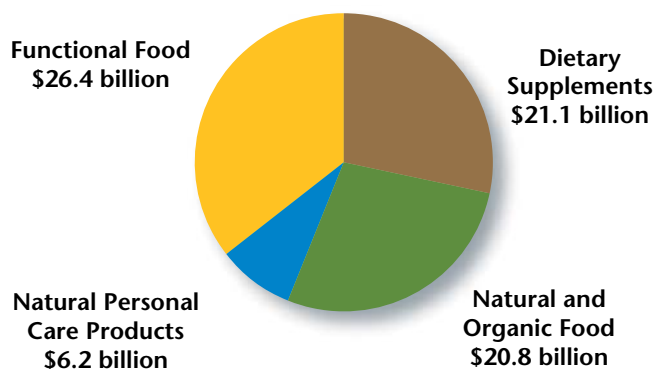
The Natural Products Association also publishes Scientific Backgrounders, which establish the association's position on a particular product or ingredient that is widely used and thus of great interest to both industry and consumer. Backgrounder topics include creatine, glucosamine, red yeast rice, and soy isoflavones, among others. ■

Industry Statistics

Natural products is a \$74.5 billion industry in the U.S. (2005 statistics)

- It is estimated that seven out of 10 Americans use dietary supplements. Supplements are a \$21 billion industry in the U.S.
- From 2004–2005, the overall nutrition industry grew 9.3%. Key category metrics:
 - The natural/personal care category grew 14.6%
 - Natural and organic foods grew 13.4%
 - Functional foods grew 9%
 - Supplements grew 4.5%, while specialty supplements grew 13%

U.S. Natural Products Industry Sales for 2005: \$74.5 billion



(Figures are for 2005 calendar year, published in Nutrition Business Journal.)