

**Naturally Informed Virtual Conference – Supply
Chain, Delivery Systems & Technology
Surviving and Thriving in Global Uncertainty:
Supply Chains, Trade and Transparency
September 25, 2025
Daniel Fabricant, Ph.D.
CEO & President**

1. Some recent NPA actions, including advocacy wins, current priorities, and the importance of engagement.
2. What the Association is witnessing at the FDA, in Congress, and in state legislatures.
3. A little on the MAHA Movement, including the 1st and 2nd reports, direction of dietary supplement policy, and enforcement under Secretary Kennedy and Commissioner Makary.
4. Q&A

- Founded in 1936, NPA is the nation's oldest nonprofit dedicated to the natural products industry.
- NPA represents **over 500 members**, with members having been a part of the organization for about 15 years on average.
- Our Board of Directors includes some of the industry's most recognizable companies, including NOW Foods, GNC, Vitamin Shoppe, IFF, Nutrabort, Ghost, Lief, Sirio/Best Formulations and many more.
- NOW Foods/Elwood Richard – founded NPA standards committee, now known as COMPLI, NOW has been a member since 1974



Industry Representation:

- Dietary Supplements
- Natural Health & Sports Nutrition
- Medical & Functional Foods
- Probiotics
- Natural Personal & Home Care Products

- Familiarizing Yourself with A Trade Association
- Value and Values
- Advocacy, Education, Networking, Valuable Resources, Cost savings, Enhanced Reputation
- Compete and Thrive



- Don't they?
- Over 55% of the members of Congress were once in state legislatures.
- Heavy Media coverage – public interest, commercial forces, regulatory frameworks, evolving landscape of health communication.
- Framing Theory and Digital Shift – expertise



goes in the face of actual data, that there is no correlation to eating diet pills and eating disorders.

LR

Legislative Hearing Room (LEG)

I don't need to the FDA's data you know

MedWatch Voluntary Health Professional Report



About Patient

* Required Information

For all other data fields please provide information, if available. ONLY fields with * are mandatory.

Patient Identifier:

Please do NOT enter the Patient's Name or Social Security Number

Age or Date of Birth: [?](#)

Age (specify unit of time for age)

Eating disorder – definition

NIMH - Eating disorders are serious illnesses marked by severe disturbances in a person's eating behaviors. Although many people may be concerned about their health, weight, or appearance on occasion, some become fixated or obsessed with weight loss, body weight or shape, and controlling their food intake.

Sounds like it would be covered under MedWatch?

- **Legal Challenges to Unconstitutional State Laws**
 - NPA files federal lawsuits – such as the challenge to New York’s age restriction law – protecting your right to market and sell dietary supplements nationwide by fighting state laws that conflict with federal regulations. California exempted industry from infant food bill that just passed
- **Advocating for Federal Preemption and Uniform Regulation**
 - NPA actively urges Congress and the courts to reinforce FDA’s authority as the primary regulator, successfully pushing back against state-by-state patchwork laws that create compliance burdens for businesses.
- **Rapid Response to Restrictive Legislation**
 - NPA closely monitors and mobilizes against state bills that threaten access to dietary supplements, leveraging grassroots advocacy and industry engagement to defeat or stall harmful proposals in multiple states each year.

- Unified Agenda was released on Sept. 4, which included three proposed rules on GRAS, NAC, and an Exemption from IND Studies.
- NPA submitted comments on preemption and labeling.
- Submitted a joint letter with AHPA to the FDA urging the FDA to amend 101.93 so that the SFC disclaimer needs only to appear once.
- NPA submitted a letter to the IRS urging it to revise tax guidance to allow dietary supplements to be reimbursable through pre-tax savings accounts.
- Dr. Fabricant testified at the International Trade Commission hearing on Nonfat Milk Solids and the competitiveness of the United States as it relates to dietary supplements.

- **HSA/FSA Expansion – Massive Market Opportunity**
 - Leading efforts to make supplements eligible for Health Savings and Flexible Spending Accounts.
 - 78% of account holders want this flexibility, representing significant market growth.
- **Drug Preclusion Reform**
 - Fighting FDA’s misapplication of drug exclusion rules to protect ingredient access and innovation. NMN, NAC, CBD –Kratom?
- **Mandatory Product Listing Opposition**
 - Blocked multiple Congressional attempts to impose costly pre-market approval schemes for supplements, saving millions in potential compliance costs.

- **Tariff Exemptions Success – Hundreds of Millions Saved**
 - Secured exemptions for essential supplement ingredients (vitamins A, B1, B2, B5, B6, B12, C, E, folic acid, niacin, CoQ10, choline, amino acids, minerals, some botanicals).
 - Direct advocacy with the Trump Administration resulted in these exemptions, representing hundreds of millions in annual cost savings.
- **Landmark Legal Victory Against FDA – NMN Case**
 - Federal court ruling in NPA’s lawsuit against FDA regarding NMN stopped unauthorized punitive actions and protected the entire supplement category from regulatory overreach.
- **NAC Enforcement Discretion – Industry First**
 - NPA’s petition and lawsuit led FDA to allow NAC in supplements despite drug approval, setting a crucial precedent for future ingredient challenges.
 - Unified Agenda

- **But wait there's more**
 - Dietary guides – what is essential
 - Drug Preclusion
 - NDI enforcement
 - GRAS
 - Trade

- Making supplements eligible through pre-tax savings accounts.
- State Preemption and the Impact State Legislation Has on Congress
- Drug Preclusion and the impact of NAC and NMN.
- Landmark Legal Victory Against FDA – NMN Case
 - Federal court ruling in NPA’s lawsuit against FDA regarding NMN stopped unauthorized punitive actions and protected the entire supplement category from regulatory overreach.
 - NPA sued FDA on NMN in December of 2024
 - NPA and FDA agree to stay case so FDA can review a reworked citizen’s petition on the regulatory status on NMN and why it should be a Dietary Supplement, and not excluded as a drug
 - End of September
 - Estimated \$46 million in sales in 2025
- Elevating dietary supplements profile for preventative wellness.
- The impact of tariffs on consumers.
 - Tariff Exemptions Success – Hundreds of Millions Saved
 - Secured exemptions for essential supplement ingredients (vitamins A, B1, B2, B5, B6, B12, C, E, folic acid, niacin, CoQ10, choline, amino acids, minerals).
 - Direct advocacy with the Trump Administration resulted in these exemptions, representing hundreds of millions in annual cost savings.
 - Tariffs aren’t done yet
 - Annex ii exemptions in a two-month span saved the industry about \$250mm USD – 8-month span that’s \$1B USD

Government action can change the industry faster than anything and impact your bottom line

- **FDA fails to enforce DSHEA** against companies that are flagrantly violating the law.
- **FDA pathway for NDI** and new product development unclear due to drug preclusion position – **NAC and NMN**. Don't forget CBD. Peptides? Live Microbials?
- **State and local authorities** are taking an aggressive regulatory stance that would **limit access to products** – **Sports Nutrition, Energy Drinks**.
- On going **Supply Chain limitations** and shortages.



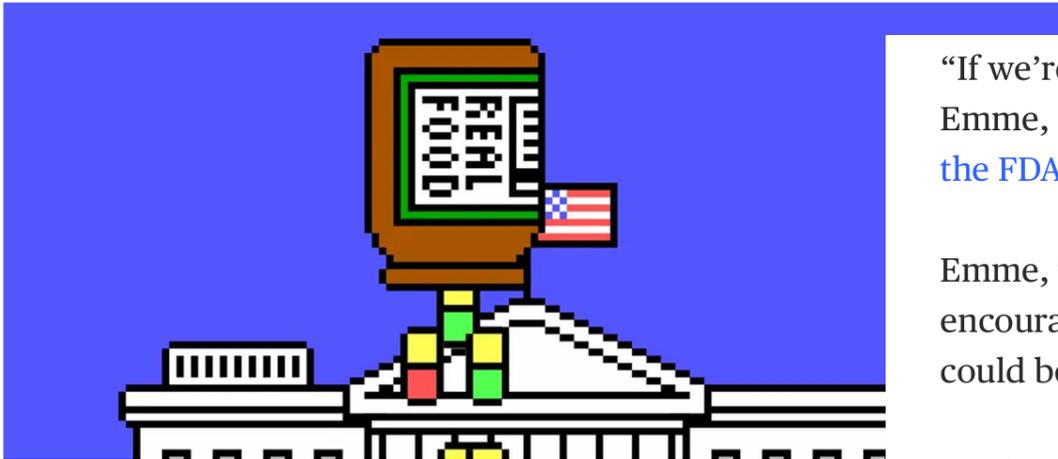
- On September 5, 2025, the White House issued an executive order modifying Annex II, which lists products exempt from certain reciprocal tariffs. The updated Annex II, effective September 8, 2025, removes exemptions for certain products while adding exemptions for others. 232 modifications likely nation by nation – discussion on openness to add to exemptions via annex iii
- Key changes to Annex II
- Products added for tariff exemption:
 - Bullion-related articles
 - Certain critical minerals
 - Certain “pharmaceutical” products following 232 review
- Products removed from tariff exemption:
 - Certain aluminum hydroxide
 - Certain resins
 - Certain silicone products

<https://www.whitehouse.gov/presidential-actions/2025/09/modifying-the-scope-of-reciprocal-tariffs-and-establishing-procedures-for-implementing-trade-and-security-agreements/>



MAHA loves dietary supplements. But that hasn't led to gains in Washington – yet.

The multibillion-dollar industry is still waiting for policy action by the White House, even though some of the most prominent celebrities and influencers supporting Trump and Kennedy also hawk dietary supplements.



“If we’re tolerating bad actors around us, then we’re contributing to the problem,” said Jim Emme, CEO of NOW Health Group, a supplement manufacturer and retailer that has called [for the FDA to crack down](#) on products sold on Amazon that have failed potency and quality tests.

Emme, who leads the board of directors of the Natural Products Association, said he has been encouraged by his recent conversations with FDA officials, who have asked whether supplements could be covered by Medicare and what mothers are looking for in supplements for children.

“We’ve got a window of an opportunity for an industry that we need to take advantage of,” he said. “It’s all election cycles, right? Who knows how long these administrators are going to be in there?”

Advocacy & Networking

- Annual Fly-In Day on Capitol Hill: Participate in NPA's premier advocacy event, where members meet directly with lawmakers to influence policies impacting the dietary supplement industry.
- Direct Access to Key Decision-Makers: Benefit from NPA's established relationships with federal and state regulators, ensuring your company's voice is heard on critical issues.
- Top-Rated Legislative Representation: Leverage the expertise of NPA's government affairs team, recognized as one of Washington's most effective lobbying groups for the natural products sector.
- Exclusive Networking Opportunities: Connect with industry leaders, innovators, and peers at NPA events and through member-only platforms, expanding your professional network and business opportunities.

Education & Compliance

- ComPLI & Membership Committees: Participate in NPA's Committee for Product and Label Integrity (ComPLI) and Membership Committee, where members help shape industry standards, address key scientific and compliance issues, and guide membership growth based on emerging trends.
- Market Insights and Compliance Guidance: NPA provides resources, research, and compliance guidance to help businesses navigate FDA, FTC, and other regulatory requirements – critical for companies dealing with natural ingredients and supplements.
- GMP Certification Program: Access discounted rates for NPA's industry-leading Good Manufacturing Practices (GMP) Certification, ensuring your operations meet and exceed regulatory standards.
- TruLabel and Natural Seal Certifications: Take advantage of the TruLabel label verification program and Natural Seal product certification to build consumer trust, demonstrate product integrity, and differentiate your brand in the marketplace.

- **Unmatched Access to Capitol Hill**

- Our government affairs team meets regularly with lawmakers and federal agencies to advance member priorities.
- Direct input on legislation and regulatory proposals before they become law.

- **Leadership with Inside FDA Expertise**

- Government experience
- Members benefit from firsthand regulatory insight and proactive compliance support.

- **Policy Shapes Profitability**

- Trade, labeling, tariffs, and claim restrictions all flow from policy.
- With NPA, you don't just react. **You influence.**
- Membership ensures your voice is heard where it matters most.



Thank you

Daniel.Fabricant@npantional.org

www.npanational.org