Jarrow FORMULAS® Superior Nutrition and Formulation℠

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URGENT!

READ

WRITE

Re: FDA's "New Dietary Ingredient Guidelines" KILL New Dietary Ingredients– and most products on your shelf

Dear Retailer,

On July 1st the FDA issued a Draft Guidance for New Dietary Ingredients (NDIs). The FDA's new policy must be commented on by October 3, 2011, next month! The entire natural products industry is facing a scenario, should this NDI policy become enacted, in which:

1. Only ingredients that are found in the typical food supply can be sold as supplements, limiting the number of products on the market.

2. Every ingredient and even each supplement formula would require an NDIN (New Dietary Ingredient Notification), creating longer lead times for product release.

3. So far, the FDA has rejected 75 – 83% of all NDI Notifications.

4. Every NDIN would require a significant amount of research -- including toxicology for perfectly safe ingredients -- which could cost millions of dollars and potentially limit the product from ever being sold. Tests would also have to be performed on formulas that contain ingredients that have been in use for 50 years, potentially robbing consumers of the supplements they rely upon.

5. Each company would have to file its own NDI notification for the same ingredient every other company is also using.

6. Each "new" formulation using the same old ingredients will require an NDIN.

7. The NDIN process would take at least 75 days, but much longer in reality.

8. Government is broke. We don't have the money for this criminally financial negligence.

9. The FDA's mad scheme will drive most products off the shelf and most companies out of business.

The FDA finally hopes it will get its way and destroy the supplement industry.

The current NDI Draft Guidance would create a regulatory nightmare that if it had been in place 30 or 50 years ago, there would not even be vitamins B complex, C, D, or A unless the FDA wrote an "exception." Co-Q10 would never have been allowed.

It gets worse. Did you know that Daniel Fabricant, Ph.D., the former #2 and #1 executive at the Natural Products Association (NPA, formerly NNFA) was recruited by the FDA and is now their Director of Supplement Programs. This once industry advocate is now working for the FDA to regulate dietary supplements off the shelf. Does that sound ethical to you? Please read the attached letter written by Jarrow L. Rogovin, Founder and President of Jarrow Formulas to the head of the FDA Dr. Margaret Hamburg. Jarrow does not think it is at all ethical, and he is letting the FDA and your elected officials know.

Don't let the FDA take away your access to dietary supplements! Here is what you can do:

1. Read Jarrow's letter (http://www.jarrow.com/eMarketing/Hamburg-Fabricant-Jarrow-Letter-8-2011.pdf) and then send your support of Jarrow's letter to Dr. Hamburg: Margaret.hamburg@fda.hhs.gov.

2. Write your elected officials and let them know you are opposed to the new NDI Draft Guidance:
   Write your Congressperson:
   (https://writerep.house.gov/writerep/welcome.shtml)
   Write your Senator:
   (http://www.senate.gov/general/contact_information/senators_cfm.cfm)

3. Let FDA know you completely oppose the NDI Draft Guidance by submitting your comments.
   (http://www.regulations.gov/#%21submitComment;D=FDA-2011-D-0376-0001)

4. Get your friends and customers mobilized to fight to keep access to the dietary supplements they depend on for their health and wellbeing. (Bag-stuff this information, email it, post it on facebook and twitter!)

Don't let the FDA take away your access to supplements. Let your voice be heard today!