

NHA/WASHINGTON

update*

New Urgency in NDI Fight

Public outcry escalates as disturbing details emerge about proposed regulations.

Consumers and supplement industry organizations alike are rising up in great numbers, calling for the Food and Drug Administration to withdraw its draft guidance for new dietary ingredients (NDI). As more health freedom-violating NDI scenarios come to light, consumer outrage grows. FDA's NDI Draft Guidance increasingly appears to be a tyrannical attack on safe, natural nutrition that may open the door to the complete revocation of our health freedom.

Busy Work Times Ten

The FDA's Draft Guidance for NDI is a colossal waste of time and money that seems to be designed to cripple the nutritional supplement industry. A single NDI notification for a single ingredient is a huge burden to supplement manufacturers, requiring thousands of dollars and hundreds of work hours. But under the proposed NDI guidelines, this bad deal gets even worse: In addition to NDI notifications for a single ingredient, notifications would have to be filed for *every single product* which contains that ingredient.

This inexplicable redundancy serves no real purpose and does nothing to protect consumers. What it does do very effectively however, is tie up supplement manufacturers' resources—disabling them from bringing products to the market.

Ironically these NDI requirements would also cripple the FDA itself. By some estimates the proposed NDI rules would flood the agency with a

staggering backlog of 16,000 notifications to process! That means instead of managing the dangerous synthetic drugs and tainted foods that maim and kill thousands of Americans annually, the FDA will be sifting through mountains of paperwork on



safe, natural nutrients such as probiotics or astaxanthin.

The FDA's "multiplying paperwork" guideline would rewrite the Dietary Supplement Health and Education Act (DSHEA) and take down the entire nutritional supplement industry. If we allow one word of DSHEA to be changed, our most basic human rights may be taken away next. We must not let Big Government block our access to safe, natural nutrition—but with NDI on the table, that's exactly where we may be heading.

Devastating Avalanche

Should the proposed NDI guidelines pass, it will trigger a destructive paperwork avalanche. The first stage may be a drastic increase in prices for all

nutritional supplements, as manufacturers struggle to survive under the burdensome new regulations. The next stage would be thousands of supplements disappearing from store shelves. Manufacturers that have been serving the public for decades with high-quality, health-enhancing products would then topple under the pressure of NDI. Mom-and-pop stores would be forced to close their doors forever. Americans' access to safe, natural nutritional supplements would effectively be revoked. Health tyranny would reign, and our freedom to pursue health as we choose would be lost forever.

Fight Back, Right Now!

NDI is appears to be a step towards a draconian dictatorship in which healthful practices are tangled in red tape and kept away from the public that demands them. The FDA's NDI is bad for the economy, bad for freedom—and bad for our health.

As a "Draft Guidance," NDI could be passed quietly and discreetly—we could wake up one morning to find that our right to take supplements has been revoked forever. We must remain vigilant and aggressively fight the NDI Draft Guidance.

The threat is real, and the call to action is urgent. Go to www.NHA2011.com to write your elected officials today. Demand the right to safe, natural nutritional supplements! And tell the FDA to keep their hands off DSHEA! Stay tuned: Visit www.NHA2011.com for up-to-the-minute news on the fight against the FDA's NDI Draft Guidance! ♦

*This editorial is a public service announcement sponsored by the Nutritional Health Alliance (NHA).