

# NHA/WASHINGTON

update\*

## Protecting Small Business

*NDI, assailing DSHEA and other attacks on supplements hurt the economy.*

As the presidential election looms, it is interesting to note how much campaign rhetoric has focused on our need to support small business owners and stimulate economic growth in the United States. It's hard to reconcile small business growth with the seemingly never-ending attacks on health freedom, the nutritional supplement industry and mom-and-pop health food stores.

### Perpetual Onslaught

Independent health food store owners are part of the small business community that we should be encouraging and supporting. However, it is the independent health food store owners who have instead been thrashed back and forth by the onslaught of health freedom threats. Whether it's New Dietary Ingredient (NDI) guideline proposals, legislation intended to dismantle the Dietary Supplement Health and Education Act (DSHEA) or new threats such as Senator Dick Durbin's FDA Reauthorization for User Fees bill proposal, all attacks on health freedom place independent health food store owners squarely in the crosshairs.

The ultimate nightmare result of attacks on health freedom would be that health-conscious consumers might lose access to the vitamins and supplements they rely on to maintain optimal well-being. The collateral damage? Thousands of independent health food stores across America could shut their doors forever. Hundreds of innovative US supplement manufacturers

poised for growth on a global stage could instead get caught in the quicksand of NDI paperwork, swallowed by bureaucracy instead of sparking an economic boom. Since the nutritional supplement industry in the US is projected to generate \$3.3 billion in sales



by the year 2015, holding back any business related to natural health could significantly diminish our potential for economic growth.

The FDA and Dick Durbin don't seem to care about the economic fallout of their attacks on health freedom. Our nation's physical health—as well as our economic health—will decline if our freedom to formulate, manufacture, distribute and consume nutritional supplements is compromised in any way.

Conversely, by encouraging the innovation shown by dietary supplement manufacturers, rewarding the outstanding service of mom-and-pop health food stores and meeting the demand for high-quality nutrition from an increasingly health-conscious

population, we could help restore a vibrant, thriving economy. If our health freedom is preserved, the US could be well-positioned to secure the lion's share of the globe's next trillion-dollar industry: natural health.

### Let Freedom Ring

The presidential election will soon come and go. No matter who our next president is, you can be sure that the enemies of health freedom will continue their efforts to curtail our access to dietary supplements.

For the sake of our economic health, small business owners across the United States and our very philosophy of liberty, we must continue fighting to uphold our health freedom. We must keep pressure on our elected officials to make good on campaign promises of economic growth and small business support. As part of this, we must fight against legislation that attacks the nutritional supplement industry. Anything that takes away our access to supplements or in any way compromises our health freedom can only cripple our economic growth and dash the dreams of many small businesses owners.

Please continue to support those elected officials who are representing health freedom and fighting against the FDA's NDI Draft Guidance and DSHEA-dismantling initiatives. For news, updates and action plans, visit [www.NHA2012.com](http://www.NHA2012.com). Join the Nutritional Health Alliance today, and help support the health freedom movement that may ultimately secure our nation's economic stability for generations to come! ♦

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