The Supplement OWL™

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www.SupplementOWL.org

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Regulators Should Know the Industry They Regulate

- ✓ Who are the companies in the industry?
- ✓ What brands are being marketed?
- ✓ What ingredients are in the marketplace?
- ✓ Which products contain which ingredients?

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Retailers Want to Know the Companies & Products they Sell

- ✓ What brands are in the marketplace?
- ✓ What ingredients are in those products?
- ✓ What's on the label and how does it compare with other products?
- ✓ What documentation supports the claims being made about the products? Third party certification?

Consumers Demand Transparency

- ✓ Consumers expect product manufacturers to be forthright about the ingredients in their products
- ✓ Consumers want to be able to educate themselves about product labeling before they buy
- ✓ Consumers want to know the retailers they shop are curating products and vetting their suppliers

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THE

Supplement OWL

Online Wellness Library

A single authoritative registry of dietary supplement product information where all stakeholders can find information about products, ingredients, and additional quality and safety information.

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What is the Supplement OWL™ ?

- An industry-wide, self-regulatory initiative that promotes transparency and accountability.
- Assists regulators, retailers and other stakeholders in understanding the dietary supplement marketplace.
- Demonstrates responsibility by the industry.

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What does the Supplement OWL provide?

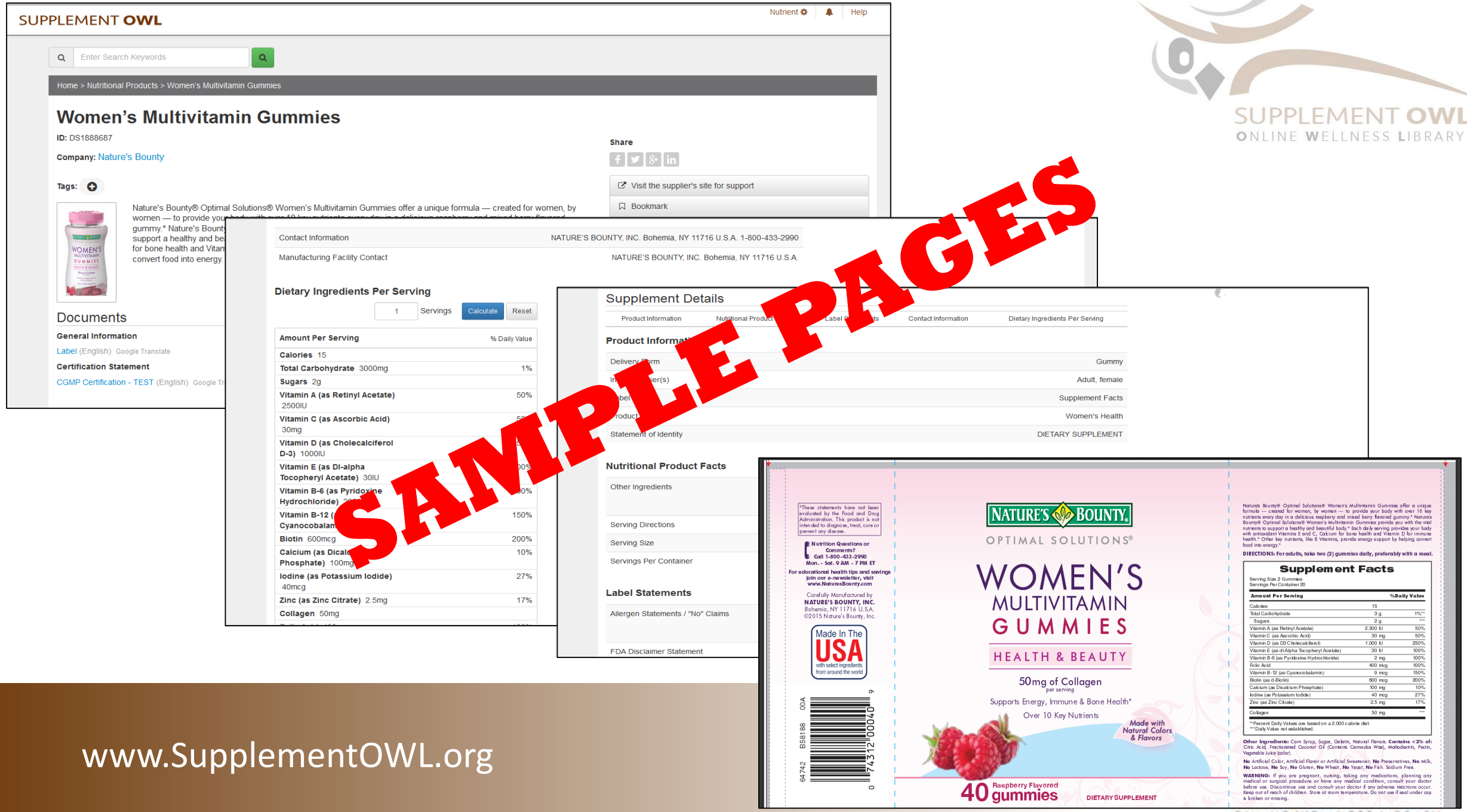
Two Tiers of Product Information

- **Tier 1** is **FREE** to all product marketers who are willing to provide the basic information about their products.
- It includes the information that is accessible from the product label.
- It provides regulators with basic contact information about the product manufacturer and packager.

- **Tier 2** allows product marketers who want to provide additional documentation and supporting materials to specific audiences they select.
- Annual fees generated by Tier 2 will provide financial resources to support the ongoing administration of the registry.

What information will be included?

- **Tier 1** information:
  - brand, product name, product category, delivery description, intended users, ingredients, Daily Values, serving size, label claims, precautionary statements, storage information, seals & certifications, allergy statements; etc.
  - Images of the product and the product label;
  - A unique alpha-numeric identifier (may be used on the product, but not required).
- **Tier 2** information:
  - Product specification sheets, supporting documents for product attributes and certifications, evidence of third-party audits and GMP compliance.



SAMPLE PAGES

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SUPPLEMENT OWL

Nutrient | Help

Enter Search Keywords

Example of results from clicking on Chewable Vitamin C on search results page

Home > Nutritional Products > CHEWABLE VITAMIN C

CHEWABLE VITAMIN C

ID: DS1944597

Company: Country Life

Tags:

Product Image

Sup[illegible] immune health, Only one 10 calorie wafer daily, Great tasting. Vitamin C is an essential nutrient. As an antioxidant, it helps to protect the body against oxidative stress and Vitamin C also supports immune health. This product has been manufactured at a GMP Registered facility.

Share

Visit the supplier's site for support

Bookmark

All supplier content

See label by clicking

Documents

General Information

Product Label

Supplement Details

Product Information	Label Statements	Contact Information	Supplement/Nutrition Facts Calculator

Vitamin C is an essential nutrient. As an antioxidant, it helps to protect the body against oxidative stress and Vitamin C also supports immune health.***

***** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.**

YES CERTIFIED GLUTEN FREE BY GFCO.ORG
YES RECYCLABLE PACKAGING
YES MANUFACTURING SUPPORTS WIND POWER

NO YEAST OR WHEAT
NO MILK, SOY OR PRESERVATIVES
NO ARTIFICIAL COLORS, FLAVORS OR SWEETENERS

This product has been manufactured at a GMP Registered facility.

Lot No:

Best by:

0 15794 07233 1

DZN17NL

ESTABLISHED 1971

Country® Life

• CHEWABLE •

VITAMIN C

500 mg

Certified Gluten-Free

- Supports immune health***
- Only one 10 calorie wafer daily
- Great tasting

JUICY ORANGE FLAVOR

Dietary Supplement | **90 Wafers**

Our PLEDGE of INTEGRITY
AUTHENTICITY • CLEANLINESS • FRESHNESS
CONSISTENCY • ACCURACY

Directions: Adults chew one (1) wafer daily. As a reminder, discuss the supplements and medications that you take with your health care providers.

Supplement Facts

Serving Size 1 wafer

Amount Per Serving		% Daily Value
Calories	10	
Total Carbohydrate	2 g	<1%*
Sugars	2 g	**
Vitamin C (as ascorbic acid, calcium ascorbate, sodium ascorbate, rose hips (fruit), acerola berry extract 4:1)	500 mg	833%
Sodium (as sodium ascorbate)	5 mg	<1%
Citrus Bioflavonoid Complex Blend	29 mg	**
providing: Orange peel powder, lemon bioflavonoids (peel), turmeric extract (rhizome), grape seed extract (seed), orange bioflavonoids (peel), grapefruit bioflavonoids (peel), rutin (from *sophorae japonica kent* (flower), hesperidin (from orange, lemon, grapefruit)(peel)		

* Percent Daily Values are based on a 2,000 calorie diet.
** Daily Value not established.

Other Ingredients: Fructose, orange juice concentrate, glucose, honey, starch, stearic acid, natural orange flavor, silica, magnesium stearate, cellulose, maltodextrin. **CAUTION:** If you are pregnant or nursing, taking medication or planning a surgery, consult your doctor before using this product. If any adverse reactions occur, stop taking the product and consult your doctor. **Do not accept if seal is broken. Store in a dry place between 59°-86° F. Keep out of the reach of children.**

Manufactured by Country Life, LLC
180 Vanderbilt Motor Parkway, Hauppauge, NY 11788 (USA)
CountryLifeVitamins.com
Product No. 7233

https:

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Nutrient | Help

Enter Search Keywords

Example of results from clicking on Chewable Vitamin C on search results page

Home > Nutritional Products > CHEWABLE VITAMIN C

CHEWABLE VITAMIN C

ID: DS1944597

Company: Country Life

Tags:

Product Image

Sup[illegible] immune health, Only one 10 calorie wafer daily, Great tasting. Vitamin C is an [illegible]ential nutrient. As an antioxidant, it helps to protect the body against oxidative stress and Vitamin C also supports immune health. This product has been manufactured at a GMP Registered facility.

Share

Visit the supplier's site for support

Bookmark

All supplier content

See label by clicking

Documents

General Information

Product Label

Tier 2 feature. Only visible to users that manufacturer provides access. This can be, a single person, multiple people, a company, and/or an entire persona such as retailers. Users without access would only see General Information

Tier 1 Information in tabular format

Supplement Details

Product Information	Label Statements	Contact Information	Supplement/Nutrition Facts Calculator

Product Information

Tier 1 Information (Continued)

Allergen Statements / Claims	NO YEAST NO WHEAT NO SOY NO MILK NO PRESERVATIVES NO ARTIFICIAL COLORS NO ARTIFICIAL FLAVORS NO ARTIFICIAL SWEETENERS
Delivery Form	Wafer
Footnote	* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.
Intended User(s)	Adult, Male or Female
Label Type	Supplement Facts
Net Contents Quantity	90 Wafers
Other Ingredients	Other Ingredients: Fructose, orange juice concentrate, glucose, honey, starch, stearic acid, natural orange flavor, silica, magnesium stearate, cellulose, maltodextrin.
Product Category	Specialty
Serving Directions	Adults chew one (1) wafer daily. As a reminder, discuss the supplements and medications that you take with your health care providers.
Serving Size	1 wafer
Servings Per Container	90
Statement of Identity	Dietary Supplement
UPC	15794072331

View less

Label Statements

FDA Disclaimer Statement	These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
Precautions	CAUTION: If you are pregnant or nursing, taking medication or planning a surgery, consult your doctor before using this product. If any adverse reactions occur, stop taking the product and consult your doctor.
Seals/ Symbols/Certifications/Related	CERTIFIED GLUTEN-FREE BY GFCO.ORG RECYCLABLE PACKAGING MANUFACTURING SUPPORTS WIND POWER
Storage and Handling Information	Do not accept if seal is broken. Store in a dry place between 59°-86° F. Keep out of the reach of children.

Label Statements

Tier 1 Information (Continued)

FDA Disclaimer Statement	These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
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Storage and Handling Information	Do not accept if seal is broken. Store in a dry place between 59°-86° F. Keep out of the reach of children.

Contact Information

Public Contact Information

Contact Information	Manufactured by Country Life, LLC 180 Vanderbilt Motor Parkway Hauppauge, NY 11788 (USA) CountryLifeVitamins.com
Manufacturing Facility Contact Confidential	
Packaging Facility Contact Confidential	

Confidential contact Information only viewable by FDA- Manufacturing company and Packaging company or responsible senior quality professional contact information

Supplement/Nutrition Facts Calculator

1 Servings Calculate Reset

Amount Per Serving	% Daily Value
Calories 10	
Sodium (as Sodium Ascorbate) 5mg	1%
Total Carbohydrates 2g	1%
Vitamin C (as Ascorbic Acid, Calcium Ascorbate, Sodium Ascorbate, Rose Hips (Fruit), Acerola Berry Extract 4:1) 500mg	833%
Citrus Bioflavonoid Complex Blend (Providing: Orange Peel Powder, Lemon Bioflavonoids (Peel), Turmeric Extract (Rhizome), Grape Seed Extract (Seed), Orange Bioflavonoids (Peel), Grapefruit Bioflavonoids (Peel), Rutin (From Sophorae Japonica Linn) (Flower), Hesperidin (from Orange, Lemon, Grapefruit)(Peel)) 29mg	
Sugar 2g	

Link to LIVE SITE

CRN®

CHPA® CONSUMER HEALTHCARE PRODUCTS ASSOCIATION

NPA NATURAL PRODUCTS ASSOCIATION

UNPA™ UNITED NATURAL PRODUCTS ALLIANCE®

NSF®

AHPA AMERICAN HERBAL PRODUCTS ASSOCIATION

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Will a product registry build trust?

- Demonstrates pro-active self-regulation by industry.
- Strengthens the industry's relationship with the FDA, by providing FDA with relevant information about supplements and improving its ability to obtain product, ingredient and manufacturer information.
- Counters the perception (sometimes perpetuated by FDA itself) that the agency does not know, and cannot determine, the size and breadth of the industry—so we will change the landscape.
- Establishes an industry-run, voluntary registry that *could* serve as a model for a mandatory program if it should ever be imposed in the future. (NOTE: We are not proposing, recommending or supporting a mandatory registry.)

Will a product registry build trust?

- Assists retailers to more easily evaluate dietary supplements and select quality products for their customers;
- Ultimately, allows consumers to identify, examine and evaluate dietary supplements based on labeling, contents and indicia of quality, to more wisely “navigate the aisle”;
- Improves the perception of all stakeholders and critics of the industry (elected officials, regulators, retailers, consumers, healthcare practitioners, media) by demonstrating increased transparency and accountability.

YES!

Developing consensus-based American National Standards for Good Manufacturing Practices (GMPs) in several industries.

GRMA
GLOBAL RETAILER AND MANUFACTURER ALLIANCE

- Strengthening safety, quality and trust throughout the supply chain
- Ensuring consistency and proper training of auditors
- Reducing the number of audits and financial costs associated with audits
- Combining regulatory requirements and retailer quality requirements

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American National Standards Institute (ANSI) Standards

- Open and Fair Process
- Requires a consensus from a balanced group of stakeholders including industry, public health regulators and users who participate in a joint committee process.
- Designed for openness and transparency

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Accreditation by ANSI signifies the procedures used by a standards development body meet essential requirements for:

- Openness
- Balance
- Consensus
- Due process (including requirements for transparency, public comment and appeals)

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Comparing Public and Private Standards

Public (ANSI) Standards

- Consumers can trust ANSI standards because they are public — not created by any one special interest or private group.
- Third-party certifiers can certify to ANSI standards.
- ANSI standards are recognized by regulators and industry alike.

Private Standards

- With private standards, consumers don't know what criteria are used.
- Private standards may not hold up to the scrutiny of state or federal regulators.
- Independent certification bodies may not be able to certify to private standards.

SSCI

Supplement Safety Compliance Initiative

Quality, Safety and Compliance from farm (or raw material factory) to shelf; Elevate regulator and consumer confidence on supply chain controls as well as safety and purity of dietary supplements globally.

SSCI

Supplement Safety Compliance Initiative

- Enhance safety, authenticity, and compliance of dietary supplements throughout the supply chain while reducing audit redundancy.
- Management system to address the authenticity, safety, and regulatory compliance of dietary supplements through harmonized benchmarking to determine equivalency between various dietary supplement certifications and standards.
- A minimum standard of equivalence for all manufacturers to meet to be accepted into major retailers offering quality assurance from harvest to retailer shelf.

SSCI

Supplement Safety Compliance Initiative

- Work to identify a set of best Quality/Compliance practices (for each segment of the supply chain) to which scheme owners must benchmark against for SSCI recognition and retailer acceptance.
- Once SSCI recognized; accepted by all.
- Global goal (harmonization with TGA, EU, China Food Safety Law)

SSCI

Supplement Safety Compliance Initiative

The Benchmarking Process

- Achieved through the benchmarking of existing and future dietary supplement safety audit schemes.
- Benchmarking is the process by which various safety and compliance certifications and/or schemes are compared to the SSCI Guidance Document.
- A scheme is “SSCI recognized” once it has been verified that it meets the requirements outlined in the SSCI Guidance Document.

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Building quality standards together

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Thanks for listening!

Gisele Atkinson

Council for Responsible Nutrition

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