

NATURE'S SUNSHINE PRODUCTS, INC.

REGULATORY UPDATE January – March 2018

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This brief newsletter is designed to provide our Members with a snapshot of the key regulatory issues affecting our industry and, where applicable, the Company's role in those issues. Each quarterly newsletter will focus on some of the major developments in our industry since the previous edition. As always, if you have questions or would like more detail, please contact a member of the Nature's Sunshine Legal Department. Finally, we welcome your feedback. Please let us know what we can do better. **This is for NSP Members/Distributors/Managers only and not for public dissemination.**

Industry Experts Observe Increased Acceptance Of Herbal Products Among US Consumers

Experts in the botanical industry say that there is an increased general acceptance, and favourable views, of herbal products among US consumers, reflected by continued sales growth for the category.

See: <https://www.nutraingredients-usa.com/Article/2018/03/22/Industry-experts-observe-increased-acceptance-of-herbal-products-among-US-consumers>

Mia Love: Protecting Utah Direct Sellers from Pyramid Fraud

An op-ed in the Desert News by Rep. Mia Love, R-Utah, stresses the importance of the MLM business model to the Utah economy and notes the reason she is supporting legislation to protect MLM entrepreneurs is that these sellers deserve to know the difference between a legitimate direct-selling business and a pyramid scheme. See <https://www.dsa.org/news/individual-press-release/op-ed-in-the-desert-news-by-u.s.-congressman-mia-love-protecting-utah-direct-sellers-from-pyramid-fraud>

Digestive health is top of the agenda for nutraceutical industry

An increasing consumer interest in probiotics and the microbiome could be one reason why digestive health has hit the top of the nutraceutical and functional food industry agenda for the first time, say experts. See <https://www.nutraingredients-usa.com/Article/2018/01/30/Gut-feelings-Digestive-health-is-top-of-the-agenda-for-nutraceutical-industry>

News Organizations Warn About The Potential Herb-Drug Interactions

Earlier this year CBS News released a three-minute video segment warning the public of potential interactions between herbal supplements and conventional prescription drugs. See

http://cms.herbalgram.org/heg/volume15/02February/CBS_Herb-Drug-Interaction.html

FTC Comes Down on Drink, Supplement That Targeted Cancer Patients

A Florida-based dietary supplement company and its embattled founder and former CEO are banned from marketing any product as "clinically proven" to treat, cure, mitigate, or prevent cancer or certain side effects of cancer treatments under a settlement announced with the FTC. See

<https://www.truthinadvertising.org/ftc-comes-drink-supplement-targeting-cancer-patients/>

FDA investigating a multistate outbreak of salmonella linked Kratom

As of February 20, 2018 the FDA is investigating a multistate outbreak of salmonella infections linked to products reported to contain kratom (*Mitragyna speciosa*). This food outbreak investigation appears to include 20 states with 28 people infected to date. Eleven of those who became ill were hospitalized.

Eight of the 11 (73%) of those interviewed by the FDA report taking a product containing kratom in the

form of pills, capsules, powder or tea prior to the onset of symptoms. No specific brand has been identified at this time. See

<https://www.fda.gov/Food/RecallsOutbreaksEmergencies/Outbreaks/ucm597265.htm>

Pyridoxamine Petition Illustrates Regulatory Chasm Between Dietary Supplements, pharmaceutical industries

A citizen petition filed with FDA concerns whether an ingredient can ever be marketed as a dietary supplement if it was previously the subject of publicized drug trials. At issue is pyridoxamine, a member of the vitamin B6 family, which has long been considered out of bounds because it was under investigation as a drug. Industry is arguing that new circumstances warrant a change.

See: <https://www.naturalproductsinsider.com/regulatory/fda-petition-implicates-interests-dietary-supplement-pharmaceutical-industries>