

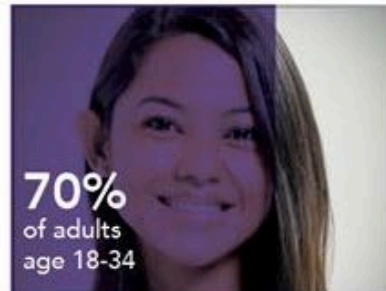
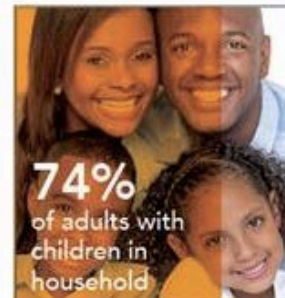
# What's up at the Council for Responsible Nutrition (CRN)



**James Griffiths, PhD, DABT**  
**VP, Scientific and International Affairs**  
**May 2017**

# Council for Responsible Nutrition (CRN) Annual Consumer Survey - 2016

**WHO TAKES DIETARY SUPPLEMENTS?**  
**71%** of U.S. ADULTS take dietary supplements.  
What else do we know about the American dietary supplement consumer?



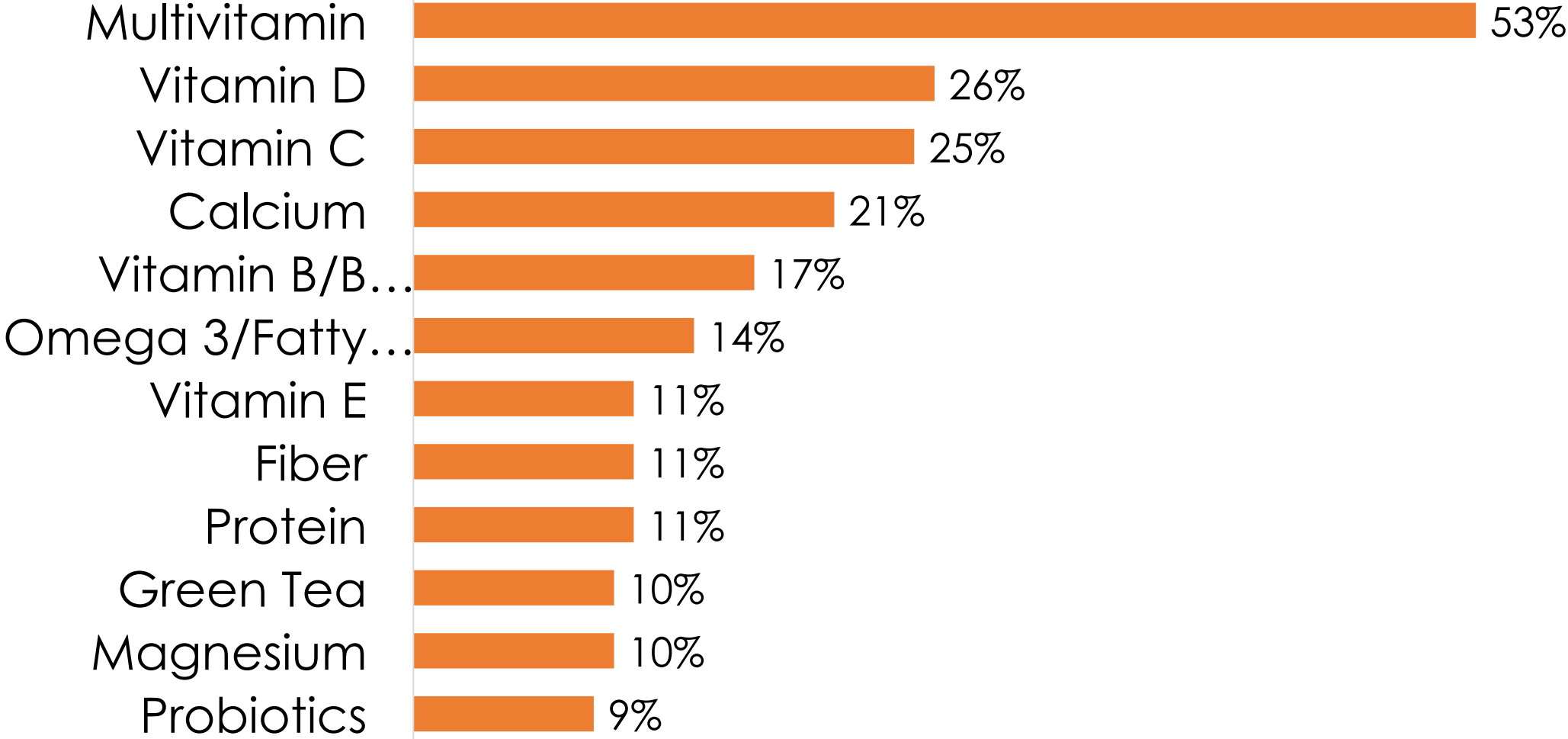
# Overall Supplement Usage

**71 PERCENT OF AMERICANS  
TAKE DIETARY SUPPLEMENTS**

Which translates into...

**More than 170 million Americans take  
dietary supplements each year.**

# Top Supplements Used By Americans



U.S. Adults (n = 2,007)

Source: 2016 CRN Consumer Survey on Dietary Supplements

# Reasons Supplement Users Take Supplements

**42%** overall health/wellness benefits

**30%** energy

**28%** to fill nutrient gaps in my diet

**23%** immune health

**22%** bone health

**21%** heart health

**20%** healthy aging

**19%** skin, hair & nails

**17%** joint health

**17%** digestive/gastrointestinal health

**30% of  
supplement users  
take dietary  
supplements for  
energy**

# THE Supplement OWL™

OnlWellness 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

# THE Supplement OWL™

- **Industry-wide self-regulatory initiative that supports transparency**
- **Assist regulators and retailers in understanding the marketplace**
  - ✧ Assist regulators – Confidential FDA information required
  - ✧ Assist retailers – Tier 2 access

# THE Supplement OWL™

## GUIDING PRINCIPLES:

- **Self-regulation is a hallmark of a mature and responsible industry**
  - ✧ A voluntary product registry, developed and supported by industry, is preferred before a mandatory federal or state registry is required
- **The OWL will connect outside stakeholders to other industry quality and safety initiatives**





[VIEW THE PRODUCT REGISTRY](#)

[PARTICIPATE IN THE REGISTRY](#)  
[LEARN HOW TO GET STARTED](#)

[VIDEO: WELCOME TO THE SUPPLEMENT OWL](#)



**Product Brand**

[View all](#)

*click view all above to see list*

**Product Information**

[View less](#)

- Allergen Statements / Claims
- Alternate Net Contents Quantity
- Delivery Form
- Dose Range
- Footnote
- Intended User(s)
- Label Type
- Net Contents Quantity
- Other Ingredients
- Product Category
- Serving Directions
- Serving Size
- Servings Per Container
- SKU Number
- Statement of Identity
- UPC

**Label Statements**

- Brand Intellectual Property (IP)...
- FDA Disclaimer Statement
- Precautions
- Seals/ Symbols/Certifications/R...
- Storage and Handling Informat...

**Contact Information**

- Contact Information

Home > Nutritional Products



**Begin your search by entering keywords or utilizing the many other available search refinements.**

**Disclaimer:** Actual product packaging and labels may contain additional or different information than what is shown on this website. Users should not rely solely on the information presented on this website and should always read labels, warnings, and directions before using or consuming a product. For additional information about a product, please contact the manufacturer.

🔍 Enter Search Keywords 🔍

Home > Nutritional Products > CHEWABLE VITAMIN C

## CHEWABLE VITAMIN C

ID: DS1944597

Company: [Country Life](#)

Tags: +



Supports 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](#)

## Documents

### General Information

[CHEWABLE VITAMIN C](#) (English) [Google Translate](#)

### Certification Statement

[CGMP Certification - DEMO](#) (English) [Google Translate](#) Confidential

## Supplement Details

- [Product Information](#)
- [Nutritional Product Facts](#)
- [Label Statements](#)
- [Contact Information](#)
- [Dietary Ingredients Per Serving](#)

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.

Contact Information

Contact Information

Manufactured by Country Life, LLC 180 Vanderbilt Motor Parkway Hauppauge, NY 11788 (USA) CountryLifeVitamins.com

Nutritional Product Facts Per Serving

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	

The information presented here was acquired by UL from the producer of the material. UL makes substantial efforts to assure the accuracy of this data. However, UL assumes no responsibility for the data values and strongly encourages that upon final material selection data points are validated with the material supplier.



Search bar with 'Enter Search Keywords' placeholder and a green search button.

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**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**