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**FILE:** · Dietary Supplements  
· Industry Issues (1999)

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**RE: Five Major Issues in Dietary Supplement Industry-1999**

Israelsen, Loren. Five Major Issues to Dominate Supplements Industry in 1999. *Natural Business*, January 1999, pg. 13.

Loren Israelsen is president of LDI Group and a leading expert on dietary supplement legal and regulatory issues. In this article, he predicts the five major issues that will dominate the dietary supplement industry in 1999, the five-year anniversary of the Dietary Supplement Health Education Act.

- 1) Israelsen notes the nutraceuticals food trend, describing it as “dietary supplements offered as beverages, bars, spreads and other non-pill dosage forms.” “FDA will try to block this gateway” found in DSHEA, he predicts. “The importance of this trend may be as big as DSHEA itself.”
- 2) As consumer pressure forces medical professionals to bring themselves up to speed on dietary supplements, Israelsen predicts they will pose hard questions about “product quality, scientific and technical substantiation and herb-drug interactions.” In response, industry will “scramble to “own” science,” in order to make claims of quality. Accordingly, Israelsen predicts that the FDA will exert greater and more meaningful influence on advertising and labeling claims as the agency becomes more sophisticated about “the peculiar science/substantiation issues in our industry.” The author contends that “the only legitimate threat to the growth and credibility of dietary supplements will be our own inability to self-regulate product quality and claims.”
- 3) American supplement manufacturers may be able to find new markets in Canada, Japan, Australia, Western Europe, Brazil and Mexico, if consumer pressures increase for the creation of new regulatory systems resembling DSHEA. Greater competition at home will also inspire manufacturers to look abroad. Israelsen expects that any market expansion will be greatly assisted by two agencies: the International Alliance of Dietary Supplement/Food Associations (IADSA), formed in 1998 to “create a global dietary supplements network of national dietary supplements associations” and represent the industry’s regulatory interests; and Transatlan-

tic Business Dialogue (TABD), a “business-driven initiative to identify and remove barriers to trade between the U.S. and the European Union.”

TABD, and the TABD process, assist major industrial consortiums in reaching consensus on trade issues and then advocating effectively to national and international authorities to effect favorable regulatory reform.

- 4) Israelsen also predicts the rise of “new regulatory power brokers . . . organizations and influential parties” from outside the historic supplements industry. Israelsen acknowledges that many within the industry perceive these new groups as a threat, but he predicts that “shared interests” will cause them to become advocates to protect DSHEA.
- 5) The final issue facing the supplement industry is of general uncertainty that which “we can neither predict nor anticipate”. The uncertainty as effected by possible future events sparked by media exposé, safety incidents, legal rulings, and/or the unexpected approval of a botanical new drug application process.

In conclusion, he warns that everyone should “expect the unexpected,” reflecting the roller-coaster influence of the media, botanical research, and regulatory agencies on the fortunes of the industry over the past few years. —*Betsy Levy*

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