



News And Special Communiqués

Official National Animal Supplement Council Newsletter

Message from the President - Data is Power!

By Bill Bookout

I was talking to Tom O’Leary from Rainbow Light a few days ago and he said, “While I was thinking about the value of NASC and our membership, I realized one of the greatest values that NASC provides to members is data; and Data is Power.” What does this really mean and how will our databases continue to improve as we go forward?

The NAERS System

NASC initially established the NASC Adverse Event Reporting System (NAERS) in August 2003. Although there have been many upgrades to the system, a couple of points are worth revisiting. NASC members enter their company’s products and ingredients into a confidential and proprietary database which provides a consistent method for tracking, trending and evaluating adverse events, both within the individual NASC member company as well as for specific ingredients across the entire industry. Adverse events occurring in a dog, cat or horse receiving a health supplement product may include minor, transient problems, such as digestive upsets, or more serious issues requiring medical attention. Reports for these kinds of problems are entered into the database, compared to the usage of specific ingredients, and statistically analyzed by the primary species, dog, cat or horse.

Adverse event reports can occur within one company related to a specific product or, as we saw with Melamine, across a broad spectrum of products affecting many companies. NAERS tracks both. When the problem with the Melamine contamination of pet food was identified, we were able within one day to specifically identify any NASC Members’ products containing grain-based proteins. We then alerted our companies about the potential issue. Some of our members’ products did contain Wheat Gluten, one of the ingredients found to be contaminated with Melamine, but fortunately the sources of Wheat Gluten involved in the pet food recall were not used by NASC members. Result: the system worked!



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Data is Power! (continued)

When Senate hearings regarding the safety of pet food were convened, 3 primary issues were identified:

- cGMPs (current Good Manufacturing Practices) are necessary to help ensure consistency and process control for products.
- Since no system is perfect and, if systems were perfect there would never be any product recalls, an “early warning system” needs to be in place.
- Verification mechanisms are required to ensure proper implementation.

This is exactly what NASC provides to our members.

Members who display the NASC Quality Seal have passed an independent quality audit which verifies the requirements of membership and responsible conduct. Additionally, NAERS provides NASC members and regulators the ability to review risk assessment data for any ingredient in the database. These Ingredient Risk Assessment Reports track products shipped to their first distribution point. The number of recommended administrations (mg of ingredient per kg of animal body weight) is statistically analyzed and compared to the number of all adverse events reported. Since NAERS is a “live” system, the data pool continues to increase over time. We currently have over **14 BILLION** bytes of data for over **800 ingredients**.

Ingredient Research Database

In this issue of the newsletter, Dr. Brim writes about the Ingredient Research Database found on the NASC website. This feature will allow NASC member companies, veterinarians and regulatory personnel to access published monographs and scientific studies, such as clinical reports, abstracts, review articles and other information, for individual ingredients to support both nutritional and non-nutritional purposes. The Ingredient Research Database will be a powerful and valuable research tool; however, we need everyone’s help in submitting the data which will be posted. Please be sure to read the legal disclaimer statement for “fair use” of these data that appears on the website when you access the database in the members-only section. Indeed, as Tom said, “*Data is Power!*”



NASC Website - Ingredient Research Database

By Theresa Brim, DVM

The NASC website, www.nasc.cc, has some new features, both for the public and in our members-only section. Past and present issues of the newsletter will be available for viewing under the **Latest News** button on the home page. Highlights of major presentations given at the 2008 Annual Meeting are also found in **Latest News**. The story of NASC – how the organization started, history of regulatory issues with animal health supplements, benefits to stakeholders, and accomplishments of NASC – has been updated and expanded. Check it out under **About** and **Critical Issues** on the top menu of the home page.

The members-only section has some exciting new content. NASC Members may access it by clicking on **Member Login** on the top right menu of the home page, then on **Primary Supplier** to reach the log-in screen.

The **NEW Ingredient Research Database** now contains published monographs and scientific papers for some of the key ingredients found in animal health supplements:

- **Joint and Connective Tissue Support** – Glucosamine, Chondroitin Sulfate, Hyaluronic Acid, Methylsulfonylmethane
- **Muscle Support** – Creatine
- **Omega-3 Fatty Acids** – Alpha-Linolenic Acid, Eicosapentaenoic Acid, Docosahexaenoic Acid, Fish Oil, Flaxseed Oil
- **Omega-6 Fatty Acids** – Black Currant Oil, Borage Oil, Evening Primrose Oil, Gamma-Linolenic Acid, Linoleic Acid

NASC
P.O. BOX 2568
Valley Center, CA 92082
760-751-3360

www.nasc.cc

Ingredient Research Database (continued)

This is the start of building a reference library of ingredient information for NASC members to access when they need scientific backing for the benefits and claims made for the animal health products they sell. The information will help support the intended use of key ingredients.

We need your help in building our reference library! Please send published scientific papers and abstracts to Dr. Brim. Emailing pdf files (one paper per file, or multiple papers per file) is preferred (t.brim@nasc.cc) or send a CD if you have a large number of files. If you don't have scanning capability, send us good quality hard copies, and we will scan and post them in the Ingredient Research Database (email Dr. Brim to get mailing instructions). If all NASC Members contribute good quality scientific data to support the ingredients in our products, we all benefit. We'll keep you updated on how the reference library is growing in future issues of the Newsletter.



Regulatory Update

By Bill Bookout

Association of American Feed Control Officers (AAFCO)

The 99th Annual AAFCO Meeting was held in Nashville, Tennessee earlier this month. Prior to the meeting on August 1st, a labeling workshop was held which was sponsored by the Pet Food Institute (PFI) along with AAFCO. It was an excellent workshop with various presentations from Nancy Cook at PFI along with joint reviews of mock labels by numerous state regulatory officials, and representatives from CVM and industry. I was invited to provide an update on dosage form products for the 135 attendees and answer questions about non-feed products. Nancy did a very fine job with this workshop, both in terms of content and as moderator.

The annual meeting was an excellent opportunity to interact with many regulators from a variety of states. I reiterated to them, as I do to our members and downstream business partners, that we are committed to working cooperatively to ensure we are all on the same page and following the proper rules. The AAFCO Board of Directors deserves both credit and recognition for their support of NASC. I addressed a letter to the new President, Andy Gray, requesting

he read it at the board meeting. This letter read in part, *"I always measure our progress by asking the question: Are we better off today than we were yesterday in achieving the objectives of consistency and responsible conduct? I think the answer is unquestionably yes and this is due, in no small part, to the support we have received from AAFCO and key members of this fine organization. ... On behalf of our members and also personally, I would like to thank you as President and the members of the AAFCO Board for your support."*

I encourage each NASC Member company to develop a relationship with the appropriate regulatory agency in their state. The state regulators will appreciate the outreach and be glad to help you as needed.

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Regulatory Update (continued)

Canada

The Veterinary Drug Directorate, which is part of Health Canada's Health Products and Food Branch (the Canadian equivalent of FDA), announced their intention to create an Expert Advisory Committee (EAC) to help assess and recommend a framework for regulating Veterinary Natural Health Products (vNHPs). The committee (EAC-vNHP) will consist of 10 to 14 representatives from a cross-section of sectors to assist the Veterinary Drug Directorate in addressing the issues and challenges these types of products present to the stakeholders in Canada. Applications, qualifications and letters of recommendations were considered and those selected then had to pass security screening procedures in their home country as well as in Canada.

Audit Highlights

By Ryan Cargo

The NASC Quality Seal is a way for consumers to know that when they buy a product, they buy from a reputable company that has successfully completed a quality audit. NASC member companies are required to demonstrate compliance with the following criteria before they are granted permission to display the Seal on their products, websites, product literature and advertisements:

- The company must have a **Quality Control Manual** in place which provides written Standard Operating Procedures for production process control. This helps ensure the company is providing a consistent and quality product.
- The company must have an **Adverse Event Reporting/Complaint System** in place to continually monitor and evaluate products and ingredients.
- The company must follow proper **Label Guidelines** for all products and all forms of labeling.
- The company's product labels must include any specific **Warning and Caution Statements** recommended by the FDA/CVM and the NASC Scientific Advisory Committee for particular ingredients.

The importance of NASC and the comprehensive NASC audit program is to help minimize and control risk, statistically track all product information, keep the consumer educated with

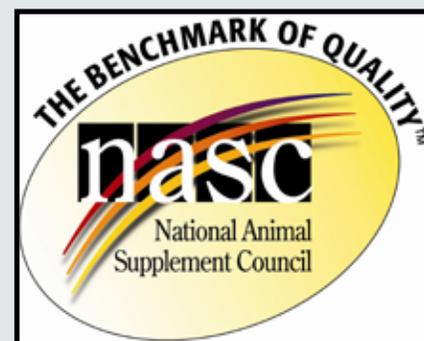
I am very excited to report that I have the honor of being selected to participate on the EAC-vNHP in Canada. At this time I do not know who else has been selected; however, the initial meeting will be held in Ottawa on September 10-11. I want to state publically that as a member of the committee, I am bound by a confidentiality non-disclosure agreement and therefore will not be able to pass along any information as to the developments until such time as they are made available by the appropriate people responsible for disseminating information to the public from the Canadian authorities.

This is a very exciting opportunity and it will be a privilege to participate as a member of the group.

correct labeling information, and make the consumer aware of any possible ingredient complexities with caution and warning statements. Ultimately, our entire program is designed to help elevate the quality of the industry that affects all stakeholders including consumers and, more importantly, the animal themselves.

Congratulations to the following four members for completing their audits!

- Foxden Equine – Waynesboro, Virginia
- Overby Farm – Bloomfield Hills, Michigan
- Peak Performance Nutrients – Boca Raton, Florida
- Response Products – Broken Bow, Nebraska



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New NASC Member

By Ryan Cargo

We have a new member that we want to congratulate for joining NASC. Give a warm welcome to **Robert Underwood** from **Cherry Capital Services, Inc.** located in Traverse City, Michigan.

He decided to join NASC with the same goal in mind as all our NASC Members: to elevate the quality of the industry and the products we produce.

Winner of "Name the Newsletter" Contest

Congratulations to **Sherry Faith!** As you can see on page 1, her entry to our "Name the Newsletter" Contest – News And Special Communiqués – was the winner after a round of voting by the NASC staff and Board of Directors. Sherry, a Regulatory Specialist with Farnam Companies, **won a \$100 Best Buy gift card** for her winning entry. We received 68 entries from NASC members. Thanks to everyone for participating!



For Fun!

SOLUTION FOR MAZE! FACTOR 7

The bold numbers trace the path through the maze. Numbers in purple squares are factors of 7 that result in dead ends. Numbers in gray squares are not factors of 7.

START
↓

235	7	235	13	72	287	49	91	22
72	29	63	90	231	36	252	135	64
117	126	314	114	168	12	112	242	77
84	297	99	133	81	153	65	301	36
333	140	175	228	330	43	283	230	238
251	460	21	184	409	343	245	462	286
290	105	82	215	518	29	421	275	84
27	14	17	210	212	336	217	360	69
142	250	41	517	456	88	44	504	55

↓
FINISH

Newsletter Designer: Ryan Cargo

Copy Editor: Theresa Brim

Contributors: Steve Twohig - Nutri-Vet, Bill Bookout.

If you want to contribute to the newsletter, send an email to Theresa Brim at t.brim@nasc.cc

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