



News And Special Communiqués

Official National Animal Supplement Council Newsletter

Regulatory Update

By Bill Bookout

State Regulator Port Coming Soon to the NASC Website

In order to facilitate communication and work cooperatively with state regulatory agencies, NASC has developed a password-protected port on the NASC website for the exclusive use by regulatory personnel in each state. Through this port, the following sections are available for review by state regulators:

- **Regulatory Outreach Program:** summary of the program and NASC’s approach to the issue
- **Ingredient Research Database:** monographs, scientific papers and abstracts for ingredients in NASC members’ products along with citations from the AAFCO Official Publication when ingredients are used for nutritional purposes as feed ingredients
- **Labeling:** reviews, examples and claims guidance from NASC
- **Ingredient Risk Reports:** sample reports for specific ingredients generated from NAERS data
- **Companies by State:** companies located in each state are categorized as
 - ▶ NASC Members
 - ▶ NASC Audited Members
 - ▶ Non-NASC Members - name, addresses and website of companies in the industry that are not NASC Members

- **State Survey:** an opportunity to give us feedback on the site and request NASC training programs for state personnel
- **Forum:** discussion topics of interest

I have asked Ben Jones, our NASC Liaison, to review the content of the State Regulator port, which he is in the process of doing. We gave a demonstration to some members of the California Department of Agriculture at a recent training meeting and received very positive feedback. I have asked Ben to present the new website feature to AAFCO members during their 2009 Mid-Year Meeting on January 20-22 in Tucson, Arizona.

Action Item for NASC Members – Send in the name and address of any company in the animal health supplement industry you would like listed as a Non-NASC Member on the State Regulator site. Please email the information to: t.brim@nasc.cc.



WHAT’S INSIDE

Regulatory Update	1
Audit Highlights.....	2
New NASC Members	3
Ingredient Research Database.....	4
2009 Annual Meeting in San Diego.....	5

Regulatory Update (continued)

Canada

As reported in the last newsletter, I was selected to participate on the Expert Advisory Committee for Veterinary Natural Health Products (EAC-vNHP). This committee was created by the Veterinary Drug Directorate, which is part of Health Canada's Health Products and Food Branch (the Canadian equivalent of FDA), to address issues and recommend a framework for regulating these types of products in Canada. The initial EAC-vNHP meeting scheduled for September was postponed due to emergency elections in Canada. Canadian law would not allow the meeting to take place during the elections. The meeting has been rescheduled for November 24-25, 2008 in Ottawa.

Warning Letter Issued by FDA

On September 5, 2008, the Food and Drug Administration issued a Warning Letter to Drs. Foster and Smith, Inc. due to claims and representations made regarding several products marketed under Drs. Foster and Smith labels. A copy of the letter is available at http://www.fda.gov/foi/warning_letters/s6915c.pdf

Warning letters are very serious and document violations of the law under the Federal Food, Drug and Cosmetic Act. Thank you to everyone in NASC for helping to keep our claims, our products and our business partners out of trouble. We discuss NASC claims guidance extensively at every training and annual meeting. It is a critical component of labeling. Stay within the speed limit and you won't get a ticket!

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:

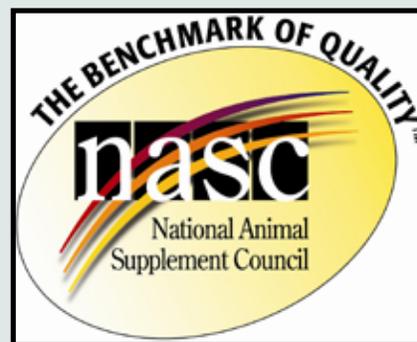
- The company must have a **Quality Control Manual** in place which provides written Standard Operating Procedures for production process control. This helps ensure the company is providing a consistent and quality product.
- The company must have an **Adverse Event Reporting/Complaint System** in place 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 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 two members for completing their audits!

- Equilite, Inc. – Pottstown, Pennsylvania
- NaturVet – Temecula, California



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

www.nasc.cc

New NASC Members

By Ryan Cargo

Five new companies joined NASC since our last newsletter, which means our membership is growing at a rapid pace. It is NASC's vision that continues to bring companies together with the same goal in mind - to elevate the quality of the industry and the products we produce.

Congratulations to the following new NASC Members!

- Pampered Pet Treats, Inc. – Alpine, California
- Biotanika Sante, Inc. – Quebec, Canada
- PetVitamins, Inc. – Pompano Beach, Florida
- Halo Purely for Pets – Tampa, Florida
- Sportforce, LLC – Lexington, Kentucky

Here are their company profiles and what our newest members have to say about why they decided to join NASC.

Pampered Pet Treats has a line of dog and horse cookies which are manufactured in the USA. They have always used high quality grade ingredients, which has set them apart from other treats that are on the market. They will now expand their line to include health products for dogs and horses, so not only will they have natural, tasty treats, but also health products that will benefit dogs and horses.

"I wanted Pampered Pet Treats to become a member of NASC due the high standards NASC requires of its members. I am impressed with the standards that must be met in order to be a member and have the NASC seal on the manufacturer's labels. Manufacturers must have good manufacturing practices with written standard operating procedures, adverse events reporting and follow proper labeling guidelines. These requirements set NASC members apart from non-members. It shows a company cares about quality and assures their customers that their products will meet the leading industry standards. Companies that do not comply with NASC requirements might not meet the standards stated for their products and could have claims on their labels that are misleading."

Nancy Volin, President
Pampered Pet Treats, Inc.



Biotanika Sante, Inc. is a company that develops and commercializes evidence-based products that contain botanical or marine-based ingredients. Their mission is to develop the scientific evidence behind their core products so that they can provide this information to veterinarians and assure that the recommended doses are both safe and efficacious. Their products are manufactured under cGMPs, and the raw materials and final products are released based on a high level quality control program.

"Biotanika joined NASC for several reasons. There are many companies that do not adhere to acceptable quality and labeling practices and are only interested in penetrating the market irrespective of the regulations. In addition, some companies make illegal claims regarding the potential efficacy of their products. We believe that these practices will hurt our industry. Since our core quality and safety values were similar to those of the NASC, we believed it was critical for us to join NASC and actively support this association."

Pierre Dupont, Director of Marketing
Biotanika Sante, Inc.

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

www.nasc.cc

New NASC Members (continued)

PetVitamins, Inc. was founded in 2007 and produces supplements that naturally optimize the health and happiness of animal companions. PetVitamins produces flavored gelatin capsules for customized animal supplementation in addition to a complete line of time-release products.

“We joined NASC because the pet market needs a concerted voice to ensure that all animal companions receive the ultimate care, whether that care is holistic or medical. We want to display our commitment to quality by voluntarily submitting to a third-party regulatory group and choosing to adhere to their stringent rules.”

Martine Lacombe, Product Manager
PetVitamins, Inc.

Halo Purely for Pets provides people and their pets with honest information and wholesome products to better the lives of animals and the people who love them. Halo Purely for Pets evolved from three guiding principles: balance, nature and love. They believe that when these are the basis of pet product development, optimum health, vitality and wellness follow.

“Halo is joining NASC for two reasons. The company has always been committed to providing the finest products to consumers using the highest quality ingredients, so we want to support an organization like NASC that is trying to develop industry-wide standards in the quality area. Additionally, the NASC seal provides confirmation of the quality of Halo’s animal health and grooming products.”

Alan Kerzner, President
Halo Purely for Pets

NASC Website - Ingredient Research Database

By Theresa Brim, DVM

The Ingredient Research Database now contains monographs, published scientific papers and abstracts for some key ingredients found in animal health products:

- **Vitamins and Minerals** – Vitamin C, Vitamin E, Magnesium, Zinc
- **Joint and Connective Tissue Support** – Glucosamine, Chondroitin Sulfate, Hyaluronic Acid, Methylsulfonylmethane
- **Amino Acids** – Carnitine, Creatine, Taurine, Arginine
- **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
- **Cofactors** – Coenzyme Q10

Citations from the **AAFCO Official Publication** are being added to the database for those ingredients that are used for nutritional purposes as feed ingredients. Check out this new feature on Vitamin C, Vitamin E and Magnesium-containing ingredients.



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

www.nasc.cc

NASC Website (continued)

NASC members may access the Ingredient Research Database in the members-only section of the NASC website, www.nasc.cc. Click on **Member Login** on the top right menu of the home page, then on **Primary Supplier** to reach the log-in screen. State regulatory personnel will also have access to the Ingredient Research Database as the new State Regulator port on our website is made available to them.

We need your help in building our reference library! 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. Please email pdf files of published scientific papers or abstracts to Dr. Brim (t.brim@nasc.cc). 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.

2009 Annual Meeting in San Diego on May 20-21

By Theresa Brim, DVM

The NASC 2009 Annual Meeting will be held on May 20-21 in San Diego at the Kona Kai Resort. This beautiful hotel is on eleven acres of lush tropical gardens situated right at the tip of Shelter Island in San Diego Bay. The Kona Kai Resort is conveniently located only 3 miles from the San Diego Airport. A shuttle to the hotel is available.

The NASC room rate at the Kona Kai Resort is \$149.00 per night. This rate is available for an additional 3 days prior to and 3 days after the meeting for those of you who want to stay and enjoy San Diego. Attendees are responsible for making their own room reservations and **only 129 rooms are available**. Our meeting attendance may exceed 129, so **please make your reservations early!** The Kona Kai Resort has set up a secure direct link to reservations for the exclusive use by NASC members in the members-only section of the NASC website.

The agenda for the 2009 Annual Meeting will feature New Business and Presentations on the first day, May 20, and the Training and Review session on the second day, May 21. This is a change from past meetings when the training session was held on the first day. The Annual Meeting Planning Committee is currently developing the program with some new agenda items that will be of interest to all members. We'll keep you updated on the website and in future newsletters.



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

www.nasc.cc