

HOW THE NASC

IS PROTECTING ANIMAL HEALTH, ONE SUPPLEMENT COMPANY AT A TIME



The National Animal Supplement Council (NASC) is improving and standardizing the animal supplement industry by awarding their Quality Seal to companies that meet their rigorous standards.

Walk into any pet specialty store, supermarket or general merchandise store and you're likely to find a section of supplements designed to help your dog or cat live his best life. Whether you want to help him move better, feel calmer, or look like a million bucks, the product selection can be vast and often reflects trends in human

dietary supplements. Today's animal supplement industry is valued at nearly \$2 billion.

What you may not realize is that animal health supplements were once in grave danger of being removed from the marketplace entirely, potentially leaving dog and cat parents unable to obtain the products they relied on.

horses that consume supplements, and to protect and enhance the animal health supplement industry as a whole. Through close collaboration with federal and state regulators, the NASC successfully achieves self-regulation and provides a complete regulatory roadmap for members.

NASC members are responsible suppliers of animal health supplements from around the globe, and are committed to quality, vigilance and continuous improvement within their companies and the industry. The NASC Quality program provides strict guidelines for product quality assurance, adverse event reporting and labeling standards. Members must earn permission to display the Quality Seal by passing a comprehensive facility audit every two years, maintaining ongoing compliance with rigorous NASC quality standards, and passing random independent testing of their products to help ensure they are meeting label claims.

LOOK FOR THE QUALITY SEAL, AND FIND PEACE OF MIND.

The NASC Quality Seal makes quality visible. When you see the Quality Seal on a product, you can trust it comes from a reputable company that has achieved compliance with our rigorous quality standards.



www.NASC.cc

The Dietary Supplement Health and Education Act of 1994 (DSHEA) is a statute of US federal legislation that defines and regulates human dietary supplements. But the FDA declared that DSHEA didn't apply to animal supplements despite their similarity to human products. Dietary supplements for companion animals weren't recognized by the FDA as a class of products, and instead had to be classified either as food or drugs, depending on their intended use. Products that were improperly marketed as animal food were at risk of being pulled from store shelves.

Concerned that dog and cat parents would soon lose access to animal health supplements, a group of small business owners in the animal supplement industry banded together in 2001 to form the non-profit National Animal Supplement Council. The NASC's mission is to promote the health and well-being of companion animals and

The next time you're shopping for supplements for your four-legged family member, look for the **NASC Quality Seal to know you're purchasing from a responsible supplier. A commitment to attaining the highest standards of quality and vigilance shouldn't be an option when it comes to your dog or cat's health!**