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*The National Animal Supplement Council, Inc., Incorporated under Arizona Law, is a non-profit industry coalition dedicated to improving the health and welfare of Companion Animals, including horses, dogs, cats and other animals not intended for human consumption, by working cooperatively with regulators to bring about reasonable, responsible, nationally consistent regulation of the labeling and manufacture of supplements intended for Companion Animals.*

**Bill Bookout Named to Pet Age Magazine’s “Power 50” Industry Leader List**

Sun City West, AZ – November 2, 2021 – Bill Bookout, president and board chairman of the National Animal Supplement Council (NASC), has been named to the [2021 Pet Age Power 50](#) list in the November 2021 issue, which recognizes leaders whose vital work has made a substantial impact on the pet market. Pet Age is the leading media brand covering the pet industry.

“We’re excited to honor the achievements of these leaders, directors and heads of organizations who have responded to the unprecedented challenges of the last two years with grit, determination and resourcefulness,” said Glenn A. Polyn, Pet Age’s associate publisher and editor-in-chief.

According to Pet Age, the process of selecting Power 50 honorees involved examining the state of the pet sector with input from industry experts, professionals and analysts. The 50 executives, directors and authorities chosen have demonstrated innovative ways to inspire and drive results from their company and the overall pet care market.

“I am honored and truly humbled to stand alongside these other 49 individuals who are helping to shape the future of the pet industry,” said Bill Bookout. “As they say, ‘We are known by the company we keep’ and I am so proud to have been selected as a member of this distinguished group of colleagues who help make a difference in the lives of millions of animals every day through their contributions to our industry.”

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**About the National Animal Supplement Council**

The National Animal Supplement Council is a nonprofit trade association whose mission is twofold: to promote the health and wellbeing of companion animals and horses given animal health supplements by their owners, and to protect and enhance the animal health supplement industry. The NASC began in 2001 as a grassroots effort with 18 dedicated founding member companies and today is the leading voice for the industry, representing over 285 manufacturers of animal health and nutritional supplements. The NASC Quality Program and audit verification provide a roadmap to quality and consistency for NASC members and are widely recognized as the Gold Standard in the industry. Look for the yellow NASC Quality Seal on supplements for dogs, cats and horses to know you are buying from a responsible supplier that has passed a comprehensive third-party audit and maintains ongoing compliance with rigorous NASC quality requirements. For more information, visit [www.animalsupplements.org](http://www.animalsupplements.org).