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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 “Power 50” List for Second Year in a Row

Sun City West, AZ – November 2, 2022 – For the second consecutive year, Bill Bookout, president and board chairman of the National Animal Supplement Council (NASC), has been named to the [Pet Age Power 50](#) list. Featured in the November 2022 issue of *Pet Age* magazine, the list spotlights executives, directors, and authorities who have made a substantial impact on the pet care industry over the past year.

According to *Pet Age*, “The criteria for selection were relatively straightforward: Identify the people influencing the pet care community in a positive way, whether they be company leaders, heads of organizations, or officials whose decisions affect the pet care community and the animals we serve.”

This year alone, Bookout and the NASC have worked with the Vermont Department of Agriculture to create a specific, statutorily recognized category for supplements; continued work with the Florida Department of Agriculture to address animal health supplements and eliminate stop sales until a viable solution is submitted in the 2023 legislature; initiated a long-term CBD safety study in dogs that will be completed Q4 2022 in response to FDA-CVM’s request for such a study; and advocated on behalf of Idaho pet owners and pet product suppliers in response to that state’s decision to stop the sale of animal remedies containing hemp and CBD.

“I am deeply honored to have been selected alongside these 49 other industry leaders, all of whom are working to help the pets we love so much live longer, happier, healthier lives,” Bookout said. “I am humbled to lead this organization comprised of hard-working member companies that have made it their mission to make a difference in the lives of millions of animals around the world. That’s why we’re all here.”

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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 well-being 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 300 companies that supply 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.