



## Industry Focus:

# Dietary Supplements

**What are Dietary Supplements?** Dietary Supplements (DS) are known differently all over the world. A dietary supplement in the United States falls under the FDA “umbrella” for foods, and is regulated by the Dietary Supplement Health and Education Act (DSHEA). A supplement is a product taken by mouth that is intended to supplement the diet and that contains one or more "dietary ingredients." The "dietary ingredients" in these products may include vitamins, minerals, herbs or other botanicals, amino acids, and/or other substances found in the human diet, such as enzymes.<sup>1</sup>

Below are export statistics for two commonly used Schedule B codes for supplements: 2936.29.9055 and 2106.90.7090. These statistics illustrate what countries U.S. companies are exporting supplement products to.<sup>2</sup>

<sup>1</sup> FDA.gov

<sup>2</sup> Trade Stats Express (tse.export.gov)

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

<b>Commodity: 2936299055, Other Vitamins And Their Derivatives, Nesoi</b>				
<b>Trading Partner</b>	<b>2015</b>	<b>2016</b>	<b>Share 2015 (%)</b>	<b>Share 2016 (%)</b>
Viet Nam	\$51,911,043	\$36,183,581	15.39%	10.54%
Singapore	\$26,028,646	\$24,054,158	7.71%	7.01%
Canada	\$20,260,492	\$24,000,225	6.00%	6.99%
United Arab Emirates	\$18,997,067	\$9,101,355	5.63%	2.65%
China	\$18,390,223	\$38,366,812	5.45%	11.18%
Saudi Arabia	\$17,041,590	\$20,678,525	5.05%	6.03%
Japan	\$14,717,555	\$18,197,449	4.36%	5.30%
Netherlands	\$14,381,359	\$14,067,777	4.26%	4.10%
Hong Kong	\$14,377,756	\$16,550,792	4.26%	4.82%
South Korea	\$13,434,850	\$19,549,225	3.98%	5.70%
Switzerland	\$9,478,585	\$6,554,074	2.81%	1.91%
United Kingdom	\$8,489,619	\$7,258,755	2.52%	2.12%
Mexico	\$8,476,296	\$7,319,417	2.51%	2.13%
Panama	\$6,169,083	\$4,384,265	1.83%	1.28%
Colombia	\$5,719,020	\$6,319,974	1.70%	1.84%
Malaysia	\$5,154,089	\$3,490,343	1.53%	1.02%
Guatemala	\$5,098,672	\$3,014,804	1.51%	0.88%
Egypt	\$4,388,986	\$3,655,580	1.30%	1.07%
Brazil	\$4,296,607	\$2,111,886	1.27%	0.62%
Australia	\$3,826,779	\$5,297,752	1.13%	1.54%
Rest of World	\$66,757,433	\$73,000,812	24.67%	27.02%
World	\$337,395,750	\$343,157,561		

<b>US EXPORT STATISTICS (USD) Commodity: 2106907090, Edible Preparations, Not Canned Or Frozen, Not Containing Cane And/Or Beet Sugar, Nesoi</b>				
<b>Trading Partner</b>	<b>2015</b>	<b>2016</b>	<b>Share 2015 (%)</b>	<b>Share 2016 (%)</b>
Canada	\$1,084,597,962	\$1,135,791,905	23.12%	22.33%
Mexico	\$482,281,204	\$527,621,130	10.28%	10.37%
South Korea	\$289,884,118	\$351,157,062	6.18%	6.90%
Hong Kong	\$174,705,438	\$274,284,422	3.72%	5.39%
Netherlands	\$210,372,415	\$231,417,896	4.48%	4.55%
Japan	\$191,950,721	\$205,786,470	4.09%	4.05%
United Kingdom	\$157,756,977	\$193,794,187	3.36%	3.81%
Taiwan	\$156,185,551	\$157,448,913	3.33%	3.10%
Australia	\$138,175,507	\$135,685,404	2.95%	2.67%
Thailand	\$107,506,795	\$133,547,444	2.29%	2.63%
China	\$113,429,197	\$109,298,398	2.42%	2.15%
United Arab Emirates	\$104,089,286	\$105,768,619	2.22%	2.08%
Colombia	\$100,159,460	\$92,916,761	2.13%	1.83%
Malaysia	\$94,217,202	\$85,961,258	2.01%	1.69%
Philippines	\$78,130,152	\$80,477,673	1.67%	1.58%
Singapore	\$63,659,293	\$73,646,107	1.36%	1.45%
Brazil	\$54,403,883	\$59,088,227	1.16%	1.16%
Indonesia	\$66,457,411	\$58,858,283	1.42%	1.16%
Russian Federation	\$38,385,389	\$49,054,594	0.82%	0.96%
Panama	\$43,418,745	\$48,997,157	0.93%	0.96%
Rest of the World	\$941,817,698.00	\$976,243,586.00	20.1%	19.2%
World	\$4,691,584,404.00	\$5,086,845,496.00		

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

## Industry Trends:

Globally the value and sales of the vitamins, minerals, and nutritional and herbal supplements (VMHS) shows consistent and constant growth. According to the *Nutrition Business Journal*, the total U.S. supplement sales grew 6.6% to \$41.4 billion in 2016—adding \$2.6 billion in new sales.<sup>3</sup>

What has been driving growth of supplements<sup>4</sup>?

1. Aging Population
2. Increased consumer awareness for preventative healthcare
3. The rise of the self-directed consumer (self-diagnosis over health practitioner diagnosis)
4. Channel proliferation (variety of marketing techniques and E-Commerce)
5. A shift from ingredient focused messaging to broader brand positioning (grouping of supplements together to form a healthy benefit package)

### Macro Supplement Trends 2016-2018<sup>5</sup>:

- Protein goes mainstream with plant proteins being the next big thing.
- Convenient delivery forms are of consumer interest.
- Personalization and Semi-personalization.
- Whole foods supplements holding their own.
- Pet supplements are gaining in popularity.
- ...and more!

### Nutrition and Supplements Market Projections:

- The global fatty acids supplements market will reach an estimated value of \$4,477.8 million by 2020, registering an estimated 13.1% CAGR from 2014 through 2020.<sup>6</sup>
- The global mineral supplements market projections show that it will rise to \$14.5 million in 2020, an estimated 7.3% CAGR from 2014 to 2020.<sup>7</sup>
- The global botanical supplements market revenue was estimated to be valued at more than \$40 billion in 2017. By the end of 2025, it is expected to reach a market valuation in excess of \$65 billion, registering a CAGR of 6.9% over 2017–2025.<sup>8</sup>

<sup>3</sup> Nutrition Business Journal, data presented during “Future of Supplements Looks Bright: Expo West 2017” seminar, March 2017

<sup>4</sup> McKinsey & Company; Cashing in on the booming market for dietary supplements, December 2013

<sup>5</sup> Data presented during “Future of Supplements Looks Bright: Expo West 2017” seminar, March 2017

<sup>6</sup> <https://globenewswire.com/news-release/2015/01/27/700276/10117198/en/Global-Nutrition-and-Supplements-Market-History-Industry-Growth-and-Future-Trends-by-PMR.html>

<sup>7</sup> <https://globenewswire.com/news-release/2015/01/27/700276/10117198/en/Global-Nutrition-and-Supplements-Market-History-Industry-Growth-and-Future-Trends-by-PMR.html>

<sup>8</sup> <https://www.persiscencemarketresearch.com/market-research/botanical-supplements-market.asp>

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

## Unique Challenges<sup>9</sup>:

The most challenging aspect to the dietary supplement market is the ever-changing regulations and enforcement processes throughout the world. These regulations and enforcement practices vary greatly between countries and regions. These variations across country borders have spawned a new kind of culture within the nutrition and supplements market. Business practices, ingredients, and products are often tailored to the regulatory environment in a particular region by companies to allow for their product to be sold there. It becomes vital for companies to study their markets of interest before exporting their products there. Misunderstandings can lead to damaged or destroyed goods by the customs officers in country and lots of money lost for companies.

Given that consumers are more aware of the dietary supplement market and their own health than they were before, they are more willing to spend money on nutrition and supplements. From most manufacturers' standpoints, this enthusiasm will balance out regulatory shifts and product recalls.

U.S. firms are often asked by international customers to provide **export certificates**. More information about this and relevant contact details for the FDA point of contact dealing in nutritional supplements can be found at:

- <https://www.fda.gov/food/guidanceregulation/importsexports/exporting/ucm151486.htm>
- <https://www.fda.gov/Food/GuidanceRegulation/ImportsExports/Exporting/ucm467666.htm>

---

<sup>9</sup> Persistence Market Research, Addie Thomas

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

Country	Regulatory Body and Key Definitions
<b>United States</b>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">FDA</a> and <a href="#">Federal Trade Commission</a> (FTC)</li> <li>• FDA and FTC share regulatory oversight of supplements – FTC regulates advertising.</li> <li>• Homeopathic Drug*: Any drug labeled as being homeopathic which is listed in the Homeopathic Pharmacopeia of the United States (HPUS), an addendum to it, or its supplements. The potencies of homeopathic drugs are specified in terms of dilution, i.e., 1x (1/10 dilution), 2x (1/100 dilution), etc. Homeopathic drug products must contain diluents commonly used in homeopathic pharmaceuticals. Drug products containing homeopathic ingredients in combination with non-homeopathic active ingredients are not homeopathic drug products. <a href="https://www.fda.gov/iceci/compliancemanuals/compliancepolicyguidancemanual/ucm074360.htm">https://www.fda.gov/iceci/compliancemanuals/compliancepolicyguidancemanual/ucm074360.htm</a></li> <li>• “All Natural”*: The FDA has considered the term “natural” to mean that nothing artificial or synthetic (including all color additives regardless of source) has been included in, or has been added to, a food that would not normally be expected to be in that food. However, this policy was not intended to address food production methods, such as the use of pesticides, nor did it explicitly address food processing or manufacturing methods, such as thermal technologies, pasteurization, or irradiation. <a href="https://www.fda.gov/food/newsevents/constituentupdates/ucm471919.htm">https://www.fda.gov/food/newsevents/constituentupdates/ucm471919.htm</a></li> <li>• Herbal Medicine*: Complementary and Alternative Medicine Products and their Regulation by the Food and Drug Administration: <a href="https://www.fda.gov/regulatoryinformation/guidances/ucm144657.htm">https://www.fda.gov/regulatoryinformation/guidances/ucm144657.htm</a></li> </ul>
<b>Australia</b>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">Therapeutic Goods Administration</a></li> <li>• Homoeopathic preparation: TG Act - a preparation: a.) manufactured from a mother substance; and b.) manufactured in accordance with a manufacturing procedure described in a homoeopathic pharmacopoeia. TG Regs - a preparation: a.) formulated for use on the principle that it is capable of producing in a healthy person symptoms similar to those which it is administered to alleviate; and b.) prepared according to the practices of homoeopathic pharmacy using the methods of: i.) serial dilution and succussion of a mother tincture in water, ethanol, aqueous ethanol or glycerol; or ii.) serial trituration in lactose.</li> <li>• Herbal Substance: All or part of a plant or substance (other than a pure chemical or a substance of bacterial origin): a.) that is obtained only by drying, crushing, distilling, extracting, expressing, comminuting, mixing with an inert diluent substance or another herbal substance or mixing with</li> </ul>

\*These terms may sometimes be used in reference to dietary supplements. Please note that Homeopathic Drugs are regulated as drugs in the United States. Herbal Medicines fall under Complementary and Alternative Medicine (CAM) Products and may be regulated as drugs, depending on their ingredient(s)/use.

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

water, ethanol, glycerol or aqueous ethanol; and b.) that is not subjected to any other treatment or process other than a treatment or process that is necessary for its presentation in a pharmaceutical form.

## Brazil

- **Regulatory Authority:** [ANVISA](#)
- Products entering Brazil with any kind of health or functional property claim must be registered through Anvisa. Anvisa created a list that includes products whose safety and efficacy are traditionally known and are processed through the notification system.
- Herbal medicines are those obtained with exclusive use of active vegetable raw materials. It is not considered phototherapeutic medicine if it includes in its composition isolated active substances, synthetic or natural, nor the associations of these with vegetal extracts. Herbal medicines, like all medicines, are characterized by the knowledge of the efficacy and risks of their use, as well as the reproducibility and consistency of their quality. Efficacy and safety should be validated through ethnopharmacological surveys, use, technoscientific bibliographies in literature and / or indexed publications and / or preclinical and clinical pharmacological and toxicological studies. Quality must be achieved through control of raw materials, finished product, packaging materials and stability studies. More information about registration of herbal medicines can be obtained at [Anvisa Portal](#).
- Homeopathic remedies are medicinal products prepared from substances which are submitted to successive crumbles or dilutions followed by succussion or other rhythmic agitation with a preventive or curative purpose to be administered according to homeopathic, homotoxicological or anthroposophic therapy. The register of dynamized drugs is regulated by RDC 26/2007. Only industrialized products must be registered. Laboratory prepared products are exempt of registration. Classification and registration can be obtained at [Anvisa Portal](#)
- Nutritional supplements are products for ingestion presented in pharmaceutical forms, and intended to supplement the food of healthy individuals with nutrients, bioactive substances, enzymes or probiotics, isolated or combined. Anvisa is promoting a series of discussions with the industry to create a new resolution that would give a homogeneous regulation to products in this category. Currently, sport nutrition is considered food and exempt of registration while new products may be registered as a pharmaceutical product.

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

<p><b>Canada</b></p>	<ul style="list-style-type: none"> <li>• <b>Natural Health Products Regulations:</b> <a href="https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription/regulation.html">https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription/regulation.html</a></li> <li>• Homeopathic products come in many forms such as pellets, oral droplets, syrups, creams and ointments. These products are made up of substances that come from plants, minerals, or animals. These products are generally low-risk. Health Canada regulates homeopathic products as a type of natural health product. Health Canada reviews homeopathic products to make sure that they are safe and that the health claims (what the product claims to do) are supported by textbooks and other references used in the practice of homeopathy (e.g., pharmacopoeia, Materia medica). <a href="https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription/regulation/information-homeopathic-products.html">https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription/regulation/information-homeopathic-products.html</a></li> <li>• Natural Health Products and Cosmetics cannot be certified as organic under Canada’s Organic Product Regulations. <a href="http://www.inspection.gc.ca/food/organic-products/certification-and-verification/guidance-documents/canada-organic-regime/certification-of-organic-products/eng/1425487885156/1425487955740">http://www.inspection.gc.ca/food/organic-products/certification-and-verification/guidance-documents/canada-organic-regime/certification-of-organic-products/eng/1425487885156/1425487955740</a></li> <li>• Products being labeled as 'supplements' or 'natural products' are required to be registered in Canada.</li> <li>• Herbal remedies are classified as Natural Health Products. <a href="https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription.html">https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription.html</a></li> </ul>
<p><b>China</b></p>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">China FDA</a></li> <li>• No official definitions of the terms “homeopathic”, “organic”, “all natural” exist.</li> <li>• China tightened their registration process and made enforcement stronger.</li> </ul>

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

<p><b>European Union</b></p>	<ul style="list-style-type: none"> <li>• Food Supplement Directive: <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2002:183:0051:0057:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2002:183:0051:0057:EN:PDF</a></li> <li>• See article on the EU's regulatory environment: <a href="https://www.export.gov/article?id=EU-Regulations-on-Food-Supplements-Health-Foods-Herbal-Medicines1">https://www.export.gov/article?id=EU-Regulations-on-Food-Supplements-Health-Foods-Herbal-Medicines1</a></li> <li>• Importers of organic products are required to notify the competent regulatory authority of the Member State of their activity.</li> <li>• The scope of the <a href="#">Food Supplements Directive</a> encompasses all food supplements and it does not cover the use of natural ingredients in food supplements. Accordingly, a natural food source of vitamins or minerals (e.g., cod liver oil) may be included in nutritional supplements as an ingredient even though the substance "cod liver oil" is not included in any of the annexes to the directive.</li> <li>• The <a href="#">Herbal Directive 2004/24/EC</a> was adopted to facilitate the placing on the EU market of traditional herbal medicinal products through a simplified procedure. As of May 1, 2011, applicants must submit the corresponding application to the competent authorities in the Member States where they want to market.</li> </ul>
<p><b>India</b></p>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">Food Safety and Standards Authority of India</a></li> </ul>
<p><b>Israel</b></p>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">Ministry of Health, National FoodService</a></li> <li>• The Ministry of Health regulates the labeling on the food and food supplements packaging. Labeling a food "All natural" is not mandatory: <a href="http://www.health.gov.il/Subjects/FoodAndNutrition/Nutrition/Adequate_nutrition/Pages/labeling.a.spx">http://www.health.gov.il/Subjects/FoodAndNutrition/Nutrition/Adequate_nutrition/Pages/labeling.a.spx</a> In the Israeli Standard there is a distinction between a food product referred to as a "natural" whole and a product produced from natural ingredients. It is permitted to label a single food product or its segment as "natural", without accompanying words, as long as the food is not a mixture of foods and has no added ingredients, and has not undergone any other processes specified in the standard.</li> <li>• Herbal Medicines: The Ministry of Health publishes the list of herbs that are permitted for sale in pharmacies in accordance with the European, British, American and French Pharmacopeia. The Ministry publishes the list of allowed and forbidden herbs on its website: <a href="http://www.health.gov.il/Subjects/PharmAndCosmetics/medicinalPlants/Documents/medicinalPlansList.pdf">http://www.health.gov.il/Subjects/PharmAndCosmetics/medicinalPlants/Documents/medicinalPlansList.pdf</a></li> </ul>

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*



<p><b>Japan</b></p>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">Ministry of Health, Labour and Welfare</a></li> <li>• MHLW governs/defines both drugs and foods under the Pharmaceutical and Medical Devices Law and the Food Sanitation Law, respectively. Responding to social issues over the so-called “health” foods with medicinal claims/effects, MHLW has established a distinction between drugs and foods by its Pharmaceutical Affairs Director Notice of 1971 (No English translation available). “Health” foods that contain ingredients with medicinal effects/actions cannot be marketed as such unless they are registered as drugs.</li> <li>• Dietary supplements in a broader sense fall in the category of the general foods, but health claims cannot be made. The Consumer Affairs Agency (<a href="http://www.caa.go.jp/en/">http://www.caa.go.jp/en/</a>) administers the food labeling/claim system where vitamins &amp; minerals are allowed to indicate claims for nutrient function under the Foods with Nutrient Function Claims where MHLW’s Dietary Reference Intakes (DRIs) - <a href="http://www.mhlw.go.jp/seisakunitsuite/bunya/kenkou_iryuu/kenkou/kenkounippon21/en/foreign/ki_jun.html">http://www.mhlw.go.jp/seisakunitsuite/bunya/kenkou_iryuu/kenkou/kenkounippon21/en/foreign/ki_jun.html</a> - is established in the Nutrition Labelling Standards.</li> <li>• Organic products are defined and governed pursuant to the Japanese Agricultural Standard for organic agricultural products (the JAS law) by Ministry of Agriculture, Forestry and Fisheries (<a href="http://www.maff.go.jp/e/policies/standard/jas/index.html">http://www.maff.go.jp/e/policies/standard/jas/index.html</a>). However, no official definition of “natural” products exist in Japan.</li> <li>• Herbal medicine: Besides those translated as “Kampo yaku” – traditional Japanese medicine/drugs based on ancient Chinese herbal medicine, crude drugs and so-called “western” herbs are also subject to the Pharmaceutical and Medical Devices Law (<a href="http://www.mhlw.go.jp/english/">http://www.mhlw.go.jp/english/</a>) and the drugs/foods classification.</li> </ul>
<p><b>Russia</b></p>	<ul style="list-style-type: none"> <li>• Biological Active Supplements – natural and/or identical to natural biological active substances and also probiotics and microorganisms, intended for use with the food or inclusion in the ingredients for food. This definition, along with all the regulatory approvals mechanisms, included in the document called Technical Regulation “About food safety” TC 021-2011 that was adopted by the Eurasian Economic Commission, the executive body of the Eurasian Economic Union (Russia, Kazakhstan, Belarus, Armenia, Kyrgyzstan). <a href="http://webportalsrv.gost.ru/portal/GostNews.nsf/acaf7051ec840948c22571290059c78f/9fe752e7e38cc18e44257bde0024e7d4/\$FILE/TR_TS_021-2011_text.pdf">http://webportalsrv.gost.ru/portal/GostNews.nsf/acaf7051ec840948c22571290059c78f/9fe752e7e38cc18e44257bde0024e7d4/\$FILE/TR_TS_021-2011_text.pdf</a></li> <li>• This document is only in Russian.</li> </ul>
<p><b>Saudi Arabia</b></p>	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">SFDA</a></li> </ul>

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

South Africa	<ul style="list-style-type: none"> <li>• <b>Regulatory Body:</b> <a href="#">Medicines Control Council</a></li> </ul>
South Korea	<ul style="list-style-type: none"> <li>• Regulations of herbal medicines: <a href="http://www.mfds.go.kr/eng/index.do?searchKeyCode=171&amp;nMenuCode=166">http://www.mfds.go.kr/eng/index.do?searchKeyCode=171&amp;nMenuCode=166</a></li> </ul>

## Codex Alimentarius

The Codex Alimentarius Commission, or Codex (<http://www.fao.org/fao-who-codexalimentarius/codex-home/en/>), of which the U.S. is a member, issues **guidelines on the composition and labeling** of vitamin and mineral supplements. Codex “was created in 1963 by two U.N. organizations, the Food and Agriculture Organization and the World Health Organization. Its main purpose is to protect the health of consumers and to ensure fair practices in international trade in food through the development of food standards, codes of practice, guidelines and other recommendations.”<sup>10</sup>

- FDA’s summary on Codex: <https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/DietarySupplements/ucm113860.htm>.
- Codex’s Guidelines for Vitamin & Mineral Food Supplements: [http://www.fao.org/fao-who-codexalimentarius/sh-proxy/en/?Ink=1&url=https%253A%252F%252Fworkspace.fao.org%252Fsites%252Fcodex%252FStandards%252FCAC%2BGL%2B55-2005%252Fcxg\\_055e.pdf](http://www.fao.org/fao-who-codexalimentarius/sh-proxy/en/?Ink=1&url=https%253A%252F%252Fworkspace.fao.org%252Fsites%252Fcodex%252FStandards%252FCAC%2BGL%2B55-2005%252Fcxg_055e.pdf)

## Leading U.S. Industry Trade Associations:

- American Herbal Products Association (AHPA) <http://www.ahpa.org/>
- Consumer Healthcare Products Association (CHPA) <http://www.chpa.org/>
- Council for Responsible Nutrition (CRN) <http://www.crnusa.org/>
- Natural Products Association (NPA) <http://www.naturalproductsassoc.org/>
- United Natural Products Alliance (UNPA) <https://unpa.com/>
- U.S.-China Health Products Association (USCHPA) <http://uschinahpa.org/>

<sup>10</sup> <https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/DietarySupplements/ucm113860.htm#what>

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

Supplements and Natural Products Related Events - DOMESTIC			
Name	Date	Location	Website
BevNET Live Winter 2017	December 4-5, 2017	Santa Monica, CA	<a href="http://www.bevnet.com">www.bevnet.com</a>
Winter Fancy Food Show	January 21-23, 2018	San Francisco, CA	<a href="http://www.specialtyfood.com">www.specialtyfood.com</a>
EcoFarm Conference	January 24-27, 2018	Pacific Gove, CA	<a href="https://eco-farm.org/conference">https://eco-farm.org/conference</a>
GOED Exchange	February 6-8, 2018	Seattle, WA	<a href="http://www.goedexchange.com/">http://www.goedexchange.com/</a>
Integrative Healthcare Symposium	February 22-24, 2018	New York, NY	<a href="http://www.ihsymposium.com">www.ihsymposium.com</a>
Arnold Sports Festival	March 1-4, 2018	Columbus, OH	<a href="http://arnoldsportsfestival.com/?full_website">http://arnoldsportsfestival.com/?full_website</a>
Engredea, Natural Products Expo West (NPEW)*	March 8-11, 2018	Anaheim, CA	<a href="http://engredea.com/www.expowest.com">http://engredea.com/www.expowest.com</a>
Annual Joint American Homeopathic Conference	April 6-8, 2018	Phoenix, AZ	<a href="http://www.homeopathycenter.org/events">http://www.homeopathycenter.org/events</a>
Southwest Conference on Botanical Medicine	April 6-8 2018	Tempe, AZ	<a href="http://www.botanicalmedicine.org">www.botanicalmedicine.org</a>
SupplySide East*	April 10-11, 2018	Secaucus, NJ	<a href="http://www.showsbee.com/fairs/Supplieside-MarketPlace.html">http://www.showsbee.com/fairs/Supplieside-MarketPlace.html</a>
ALIVE! Expo Consumer Show	April 21-22, 2018	Atlanta, GA	<a href="http://www.aliveexpo.com">www.aliveexpo.com</a>
Medicines from the Earth Herb Symposium	June 1-4, 2018	Black Mountain, NC	<a href="http://www.botanicalmedicine.org">www.botanicalmedicine.org</a>
International Society of Sports Nutrition Annual Conference	June 7-9, 2018	Clearwater Beach, FL	<a href="https://www.sportsnutritionsociety.org/">https://www.sportsnutritionsociety.org/</a>
BevNET Live Summer 2018	June/July 2018	New York, NY	<a href="http://www.bevnet.com">www.bevnet.com</a>
World Tea Expo	June 12-14, 2018	Las Vegas, NV	<a href="http://www.worldteaexpo.com">www.worldteaexpo.com</a>
Nutrition Business Journal/Newport Summit	July 2018		<a href="http://www.nbjsummit.com">www.nbjsummit.com</a>
Mid-American Health Organization (MAHO) Show	July 2018	Columbus, OH	<a href="http://maho4health.org/trade-show/">http://maho4health.org/trade-show/</a>
Alternative Therapies Annual Cancer Convention	September 2018		<a href="http://www.cancercontrolsociety.com/meeting2017-html.html">http://www.cancercontrolsociety.com/meeting2017-html.html</a>
Olympia Fitness & Performance Expo	September 2018	Las Vegas, NV	<a href="http://www.mrolympia.com">www.mrolympia.com</a>
FMI Connect	September 2018	Chicago, IL	<a href="http://www.fmi.org">www.fmi.org</a>
Natural Products Expo East (NPEE)*	September 2018	Baltimore, MD	<a href="http://www.expoeast.com">www.expoeast.com</a>
GMDC Health Beauty Wellness (HBW) Conference	September 13-17, 2018	Orlando, FL	<a href="https://www.gmdc.org/conferences/2018-hbw-conference/about-the-">https://www.gmdc.org/conferences/2018-hbw-conference/about-the-</a>
SupplySide West*	September 26-30, 2018	Las Vegas, NV	<a href="http://www.suppliesideshow.com">www.suppliesideshow.com</a>
CRN's Annual Symposium for Dietary Supplements	October 2018		<a href="http://www.crnusa.org/CRNAC.html">www.crnusa.org/CRNAC.html</a>
NAFFS Annual Convention	October 25-28, 2018	Longboat Key, FL	<a href="https://www.naffs.org/events">https://www.naffs.org/events</a>
Kosherfest	November 14, 2018	Secaucus, NJ	<a href="http://www.kosherfest.com">www.kosherfest.com</a>
SOHO Expo, Natural Products Industry	December 2018	Kissimmee, FL	<a href="http://www.southeastnpa.org">www.southeastnpa.org</a>
*These events are typically supported by the U.S. Department of Commerce's (USDOC) U.S. Commercial Service.			
USDOC support ranges from export counseling from local specialists to export seminars, country-specific counseling, foreign buyer delegations, and/or business-to-business introductory meetings.			

Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*

**Supplements and Natural Products Trade Shows - INTERNATIONAL**

<b>Tradeshow Name</b>	<b>Date</b>	<b>Location</b>		<b>Website</b>
Guelph Organic Conference	January 27-28, 2018	Guelph ON	Canada	<a href="http://www.guelphorganicconf.ca">www.guelphorganicconf.ca</a>
Private Label Products Show	March 26-28, 2018	Mumbai	India	<a href="http://privatelabelproductshow.com/">http://privatelabelproductshow.com/.</a>
Natural & Organic Products Europe	April 22-23, 2018	London	UK	<a href="http://www.naturalproducts.co.uk">www.naturalproducts.co.uk</a>
Vitafoods International	May 17-18, 2018	Geneva	Switzerland	<a href="http://www.vitafoods.eu.com">www.vitafoods.eu.com</a>
Canadian Health Food Association Expo West	February 22-23, 2018	Vancouver, BC	Canada	<a href="https://chfa.ca/en/events/tradeshows/index.html">https://chfa.ca/en/events/tradeshows/index.html</a>
Natural & Organic Products Asia	August 29-31, 2018		Hong Kong	<a href="http://www.naturalproducts.com.hk">www.naturalproducts.com.hk</a>
Food Ingredients Asia	September 2018			<a href="http://www.ingredientsnetwork.com">http://www.ingredientsnetwork.com</a>
Canadian Health Food Association Expo East	September 13-14, 2018	Toronto	Canada	<a href="https://chfa.ca/en/events/tradeshows/index.html">https://chfa.ca/en/events/tradeshows/index.html</a>

**To connect with your local international trade specialist within this industry sector, please contact the Global Healthcare Technologies Team’s supplement industry focused group leader, Tricia McLain by emailing [Tricia.McLain@trade.gov](mailto:Tricia.McLain@trade.gov).**

*Brought to you by Global Healthcare Technologies Team: <http://export.gov/industry/health/index.asp>*

*Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters and is current as of the date of this report. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services.*