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NFL Hall of Famer John Riggins, Federal Trade Commission's Richard Cleland to Headline NPA's "The Big Natural" *Advocates Ready to Storm Capitol Hill for Natural Products Day*

WASHINGTON, D.C. – The Natural Products Association (NPA) will host its annual conference, The Big Natural, at the MGM National Harbor on September 11-12, 2019. The two-day event will coincide with NPA's annual Natural Products Day advocacy event on Capitol Hill on September 10, where 125 industry leaders will meet with elected officials.

"We brought The Big Natural to Washington, DC because this conference attracts the people Congress needs to hear from. This is an exciting time for our industry, and we are expecting record attendance this year from the most influential leaders in the natural products industry," said Daniel Fabricant, Ph.D., President and CEO of NPA.

The Big Natural will commence with introductory remarks from NFL running back and hall of famer, John Riggins, and will also feature a keynote addresses from Richard Cleland, Assistant Director, Division of Advertising Practices, Federal Trade Commission. Mathew Fraser, who earned the title of Fittest Man on Earth at the 2016, 2017, 2018 and 2019 CrossFit Games, will address attendees during lunch on Wednesday, September 11. Attendees will also hear from industry leaders, including:

- Mark LeDoux, Chairman of the Board of Directors at the Natural Products Association and CEO of Natural Alternatives International
- Dr. Daniel Fabricant, President and CEO of NPA
- Jim Emme, CEO, Now Health Group
- Martin Kullen, Ph.D., R&D Lead for Probiotics, Fibers, HMO and Microbiome for DuPont Nutrition & Health
- Amy Smith, Ph.D., Regulatory Global Lead for DuPont Probiotics
- Kevin Bell, Principal of Porzio, Bromberg & Newman
- David Thibodeau, Managing Director of Wellvest Capital
- Najla Guthrie, President of KGK Science
- Nyree Dardarian, MS, RD, CSSD, FAND, LDN, Assistant Clinical Professor and Director of the Center for Nutrition & Performance (CNP) Drexel University and Sports Nutritionist for Philadelphia Union (Major League Soccer, MLS) and the Philadelphia Flyers (National Hockey League, NHL)
- Jonathan Scheiman, CEO and co-founder of FitBiomics

The Big Natural
September 11-12
www.thebignatural.com



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MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural brings together industry leaders, innovators and government officials who share insights that will educate, empower and spark innovative ideas to drive the industry forward.

Open to both NPA Members and Non-Members, The Big Natural attracts a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:

- Strategy & Product Development
- Legal, Regulatory & Compliance
- Digital Initiatives, Branding, Marketing and Advertising
- Merchandising, Distribution & E-Commerce
- Analytics and Big Data
- Customer Experience and Customer Service
- Business Development & Finance
- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

Natural Products Day

www.npanational.org/advocacy/natural-products-day/

September 10, 2019

Each year, the natural products industry gathers in our nation's capital to educate members of Congress and legislative staff about the important role natural products play in keeping Americans healthy and the overwhelming public benefits of preventive care. At this year's Natural Products Day advocacy event on Capitol Hill, 125 industry leaders will meet with elected officials. This day-long advocacy conference is hosted each year by NPA to provide retailers, suppliers, and all industry stakeholders from across the country with the opportunity to become lobbyists for a day. There is no registration cost to attend and all meetings will be arranged by NPA.

For questions or registration please email natural@npanational.org.

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Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.npanational.org