

# Supplement OWL media/press inquiries:

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## WHO

The Council for Responsible Nutrition (CRN), the leading trade association of the dietary supplement industry spearheaded the Supplement OWL® (Online Wellness Library) initiative. The Supplement OWL Advisory Board, convened in 2017, is composed of stakeholders from all corners of the supplement industry and provides a forum to discuss the OWL's progress.

## WHAT

The Supplement OWL is an industry-wide, self-regulatory initiative that is helping create a rich and more complete picture of the marketplace for consumers, businesses, and regulators. The Supplement OWL serves as a resource for these audiences to identify products, their ingredients and the companies who market them, and permit registry users to examine and evaluate labels and other product information.

## WHERE

The OWL focuses on supplements sold in the United States. Anyone with web access can use the Supplement OWL, available at [www.SupplementOWL.org](http://www.SupplementOWL.org). Created by the dietary supplement industry as a self-regulatory tool to provide a more complete understanding of the marketplace and the range of products and ingredients to FDA, the Supplement OWL is also accessible to dietary supplement users seeking full transparency of the companies from which they purchase. Retailers and other business stakeholders are also frequent OWL users.

## WHEN

The Supplement OWL went live in April of 2017, with a benchmark 10,000 labels in April of 2018, and is consistently growing as more companies realize the value of participation in this voluntary effort. The new SupplementOWL.org website you see today was launched in March 2021.

## WHY

The Supplement OWL® is an important self-regulatory initiative that starts with a simple premise: regulators need to know what ingredients and products are in the dietary supplement marketplace and who makes them. Companies that manufacture and market dietary supplements have a responsibility to share information with regulators to help them understand the size and breadth of the dietary supplement marketplace. A responsible industry wants the legal requirements to be enforced to promote a level playing field for all companies, and regulators need to be able to identify the companies to effectively enforce the law. As an industry-created and industry-managed initiative, the Supplement OWL provides an alternative to an FDA-mandated registry, which has been previously proposed.

## HOW

Supplement OWL® entries include an image of the product, a complete product label, and various fields of information about the product such as: ingredients; dosage form; product claims from the label; and contact information. These records are available online for viewing by anyone using the Supplement OWL. Companies submitting their labels are also required to provide manufacturing and packaging facility contact information, accessible only to FDA, the regulatory body that oversees dietary supplement labeling. There is no cost to participate in the Supplement OWL.



**Contact Holly** to  
arrange an interview  
with a spokesperson  
for the Supplement  
OWL or for additional  
information or graphics.