

Decoding the New Dietary Supplement Laws:

Strategic Insights to Unlock Business Opportunities



Key regulatory and compliance issues covered in the **12th Annual Legal, Regulatory & Compliance Forum on Dietary Supplements**

DSHEA Amendment & FDA Oversight

Discussions focused on updating DSHEA law (1994), especially regarding the FDA's handling of New Dietary Ingredient Notifications (NDINs) and "drug preclusion" rules limiting certain supplement ingredients.

FTC & NAD Marketing Claims

The FTC has updated health & wellness marketing guidance, affecting dietary supplement advertisements.

Contaminants & Emerging Issues

Concerns rise over contaminants like PFAs in supplements, which are now restricted in food packaging.

State vs. Federal Regulations

States like New York and Michigan restrict supplement sales to minors, complicating federal DSHEA oversight.

AI in Marketing

The FTC is intensifying its scrutiny of AI-driven supplement ads to combat fake reviews & copyright issues.

Defining "Healthy" Claims

The FDA still hasn't defined "healthy," raising concerns over potential lawsuits for food and supplement companies.

Emerging Trends and Regulatory Dynamics Driving Market Transformation

Sports Nutrition

Growing demand for high-protein and energy-dense products calls for safety standards, focusing on ingredient sourcing and consumer advisories for active lifestyles.

Fiber & Microbiome

An increased focus on gut health prompts regulatory bodies to mandate detailed labeling of fiber content, probiotics, and validated health claims.

Collagen Supplements

As collagen's popularity rises for skin and joint health, regulations will ensure safety and efficacy across different collagen sources.

Plant-Based Products

Growing demand for vegan supplements prompts regulatory bodies to set clearer safety & compliance standards for herbal offerings.

Gummies

The widespread appeal of gummies across all ages will lead to stricter labeling, ingredient transparency, and guidelines to prevent misuse.

Mushrooms

The rise of adaptogenic mushrooms will drive scrutiny on health claims, labeling, and rigorous testing for adaptogenic effects.

Pet Supplements

The evolving pet supplement market necessitates animal-specific regulations, emphasizing safe ingredients and clear labeling.

New Supplement Categories

Niche products for women's health (e.g., menopause, libido) will drive new regulatory requirements for labeling, dosage, and efficacy.

Supplement Timeline



2000

Sports Nutrition



2010

Fiber and the Microbiome



2015

Collagen Supplements



2015-17

Plant-Based Products



2018

Gummies



2020

Mushrooms



2020

Pet Supplements

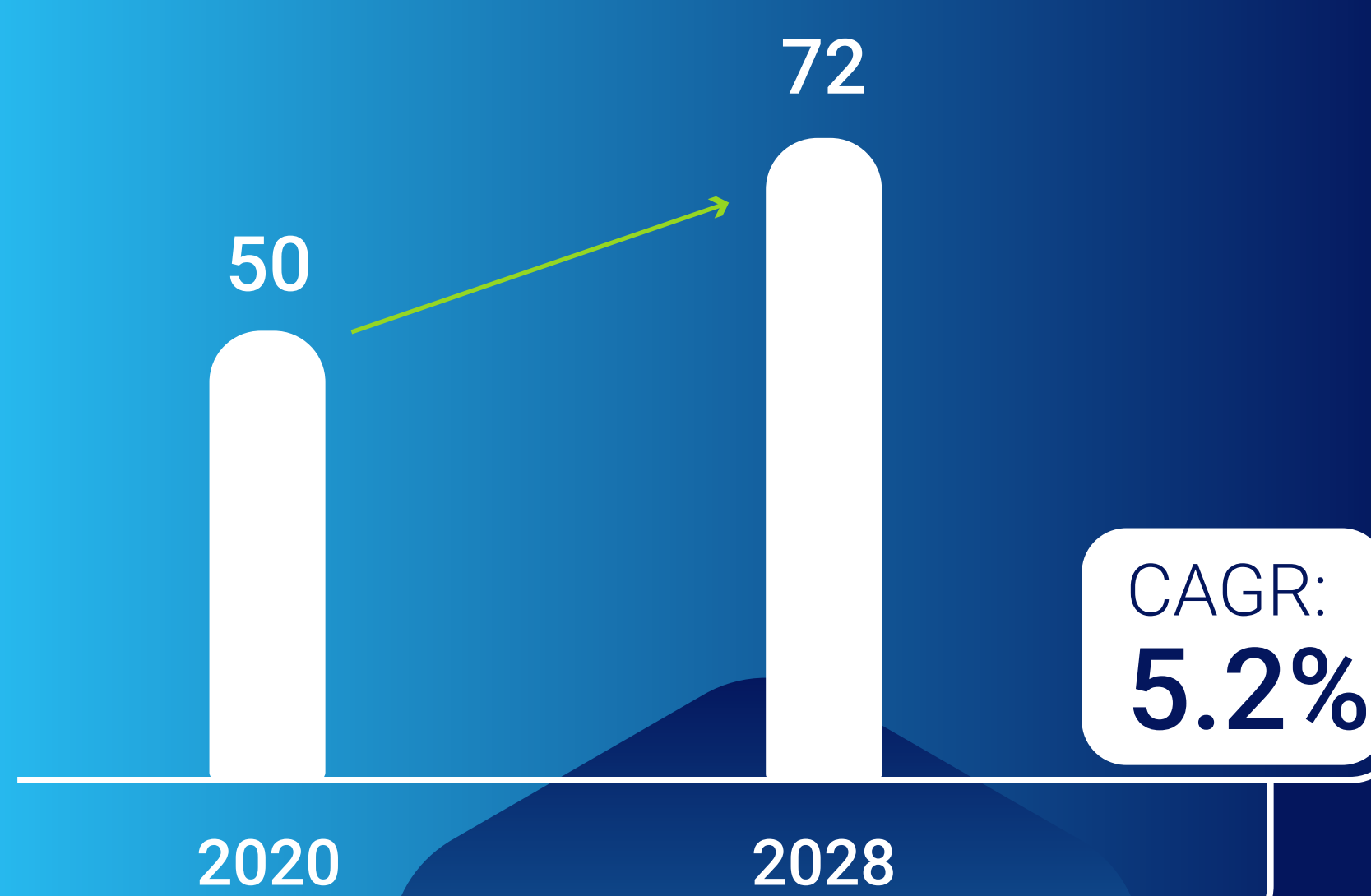


2022-onwards

New Supplement Categories

The US Dietary Supplement Market: Key Insights

U.S. Dietary Supplement Market Valuation (Billions)



Key Players Within the U.S. Dietary Supplements Industry

NATURE'S BOUNTY

Be Your Healthy Best™

now

Live Happy. Live Healthy. Live NOW.

GNC

LIVE WELL

Garden of Life

Herbalife

HERBALIFE

Key factors fueling this expansion include rising consumer health consciousness, an aging population focusing more on maintaining wellness, and a shift toward preventive health measures.

Top Product Categories

- Vitamins and Minerals
- Herbal and Botanical
- Sports and Performance
- Probiotics and Collagen

Applications of Dietary Supplements

- Immune Support
- Energy & Vitality
- Cognitive Health
- Joint & Bone Health
- Digestive Health

How Does Ingenious e-Brain Support Your Business Growth

We offer **diversified services** tailored to clients' project requirements



Market Analysis

Conduct in-depth research on the current trends regarding dietary supplements and their alternatives, including consumer preferences and purchasing behaviors.



Educational Resources

Develop informative content and materials that highlight the benefits of whole foods over supplements, tailored for your target audience.



Strategic Recommendations

Provide actionable insights and strategies for promoting healthy dietary choices, aimed at reducing dependency on synthetic supplements.



Communication Campaigns

Design & implement awareness campaigns to educate the public on the importance of nutrition from natural sources.