

International Insights

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PRESENTING THE INTERNATIONAL TEAM NEWSLETTER

We are pleased to introduce our Natrol International newsletter, aimed at providing you with useful information about the Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

SPOTLIGHT



We are pleased to introduce Anh Nguyen, Senior Manager of Regulatory Affairs within Natrol's R&D division. Anh has over 19 years of experience in the Regulatory Affairs, Quality and manufacturing business divisions, including experience with managing FDA audits. Anh has worked within the skin care, OTC pharmaceutical and dietary supplement industries. Anh's roles at Natrol includes working closely with the product development and marketing teams to ensure formulas and advertisements are compliant with domestic/international regulatory requirements. Using the diverse background and strong industry experience of Anh and our regulatory team, Natrol provides the highest quality supplements tailored to fit the needs of your market and consumer targets.

ARE YOU GETTING ALL YOUR NUTRIENTS FROM FOOD?

Do Americans get all the nutrients they need from food alone? National nutrition surveys demonstrate that they don't. Recent analysis of nutrient intakes of the U.S. population shows that a large percentage of people fall short of the average requirements of many nutrients. Almost everyone falls short of the average requirements for vitamin D and vitamin E, and more than one-third fall short of the average requirements for calcium, magnesium and vitamin A. Almost half fall short of vitamin C without fortification and supplement usage, even though it would be easy to get vitamin C from foods if they consumed even modest amounts of fruits and vegetables. Fortification of food helps, but many still miss their average requirements.

Most Americans fall short of these key nutrients:



Calcium*
Magnesium
Potassium*
Vitamin A

Vitamin C
Vitamin D*
Vitamin E



*Under-consumption of **calcium, potassium,** and **vitamin D** is of public health concern.

The researchers looked at the nutrient intake data in three ways:

- (1) the amount of each nutrient consumed from food alone, not including any nutrients added by enrichment or fortification and not including dietary supplements;
- (2) the amount of each nutrient consumed from foods, including enrichment and fortification; and
- (3) the amount of each nutrient consumed from all sources, including enrichment, fortification, and dietary supplements. Not everyone uses dietary supplements, so their ability to boost nutrient levels is limited to those who actually take them.

with intakes equal to the EAR means the nutrient requirements of half the population will be met, but the requirements of half the population will not; some people will need less, but half the population will need more. The further a population's average intake falls below the EAR, the greater the risk of inadequacy in the population.

The Recommended Dietary Allowance (RDA) is the intake level established to be adequate to maintain nutritional health in almost all of the population. By definition, it's higher than the EAR because it is intended to be the target intake for individuals, not populations to assure you are getting adequate nutrients. But don't worry: because of the wide range of safe vitamin and mineral intake levels, if you are one of the people who just doesn't need as many nutrients (your personal requirements fall below the EAR), meeting the RDA won't lead to health concerns even if you get a little more than you need.

In every region of the world, poor diet is a leading cause of both malnutrition and chronic diseases including diabetes, cardiovascular diseases and specific cancers. Anecdotal evidence and more formal evaluations in a limited number of countries suggest that changes in traditional eating patterns and a growing reliance on new types of foods are major drivers of these transitions. These global trends of nutritional deficits and associated health problems highlight the importance of maintaining proper daily dietary intake for every individual.

As worldwide dietary trends change over time, supplement products are a useful way to compensate for the lack of nutrition in different diets. Natrol offers many diverse vitamin and mineral supplement products that help consumers get the necessary nutrition they need for a healthy lifestyle.

*Data derived from "Foods, fortificants and supplements: Where do Americans get their nutrients?" Journal of Nutrition 2011. 141:1847-1854.

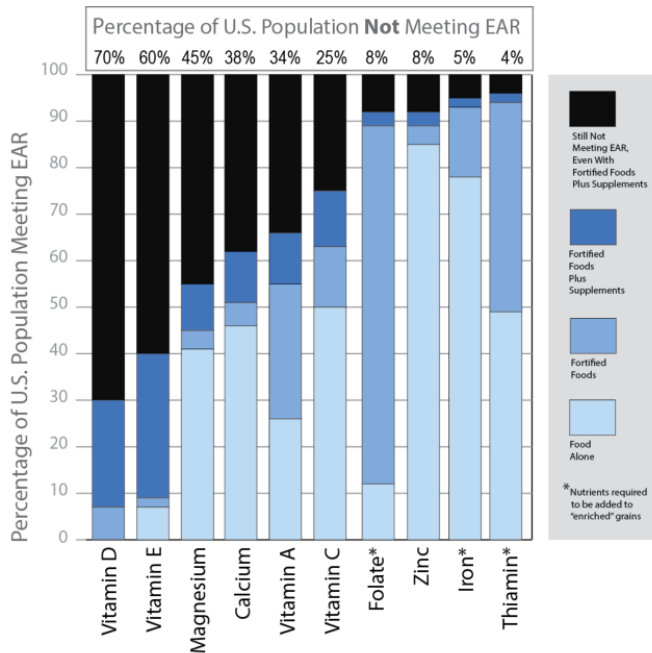
Authors: Victor L. Fulgoni, III, Nutrition Impact LLC, Battle Creek, MI

Debra R. Keast, Nutrition Database Research, Inc., Okemos, MI

Regan L. Bailey, Office of Dietary Supplements, NIH, Bethesda, MD

Johanna Dwyer, Jean Mayer USDA Human Nutrition Research Center on Aging, and Schools of Medicine and Friedman School of Nutrition Science and Policy, Tufts University, Boston, MA

Americans are not at risk for over-nutrition—in fact, even with fortification and supplements, there are nutrient shortfalls.

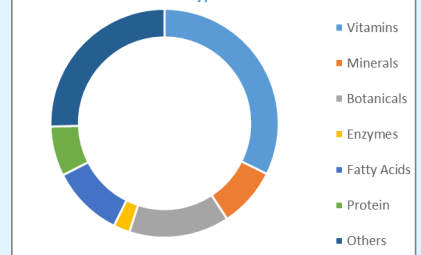


Source on EARs: Institute of Medicine Dietary Reference Intakes / Age range 19 years+ unless otherwise stated.
Data derived from: "Foods, fortificants and supplements: Where do Americans get their nutrients?" Journal Nutrition 2011. 141:1847-1854.

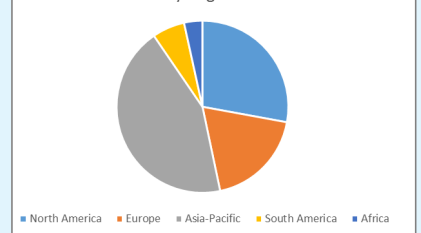
The researchers concluded: "Without enrichment and/or fortification and supplementation, many Americans did not achieve the recommended micronutrient intake levels set forth in the Dietary Reference Intakes." As the table shows, nutrients supplied by enrichment, fortification, and supplementation help many people who would otherwise fall short.

What's even more concerning from this research is that it compared actual nutrient intakes to the Estimated Average Requirements (EARs) for Americans as set by the Institute of Medicine (IoM), which establishes Dietary Reference Intakes for all nutrients. The EAR is the established level to provide the nutrient requirements for the midpoint of the population—just 50 percent. A population

Dietary Supplements Market: Market Share(%), By Type



Dietary Supplements Market: Market Share(%), by Region



† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

SCIENTIFIC & CONSUMER TRENDS

Below please find interesting educational information about vitamins, minerals, supplements and fitness. Click on the topic to access information.

[Explanation of the NHANES national dietary survey program](#)

[NHANES study overview & data](#)

[WHO Global Nutrition Policy overview](#)

[Global, regional and national consumption of major food groups in 1990 and 2010: a systematic analysis](#)

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