

# *Utah Dietary Supplement Leaders for Senator Orrin Hatch*

April 4, 2012

Dear State Delegate:

We are writing to you today as individuals who have worked in Utah's dietary supplement industry for many years. We have experienced first-hand the importance of having strong leaders at the national level who understand our industry's issues, and who will work hard to find solutions to the challenges we face.

This election year we have the opportunity to help Senator Orrin Hatch – a longtime champion of an industry critically important to the state of Utah. Dietary supplement companies in Utah provide thousands of jobs and generate billions of dollars in revenue. Orrin Hatch is a leader who truly cares about our issues and our ability to grow and prosper.

Senator Hatch's record is clear -- he has fought time and time again to protect your right and ability—and that of more than 150 million Americans who use dietary supplements—to access safe and affordable products that improve and maintain healthy lifestyles.

**In 1994 Senator Hatch authored and passed the Dietary Supplement Health and Education Act (DSHEA).** This legislation established a regulatory structure for the FDA to follow that allows consumers the freedom to purchase safe and affordable dietary supplements. Without this law the FDA would have few limits on its authority to regulate the industry in a drug-like manner, resulting in unnecessary costs and fewer choices for you, the consumer. DSHEA transformed the dietary supplement industry by creating a system of accountability that struck an appropriate balance between safety and affordability.

When the Food and Drug Administration (FDA) has attempted to over-regulate natural health products, Senator Hatch has stepped in to prevent these actions when possible and to ensure that the regulation of this industry is not overly burdensome.

Quite simply, too many members in Congress do not understand the importance of this industry and often dismiss the concerns raised by dietary supplement producers and consumers. Not Senator Hatch. **As DSHEA's author, he is uniquely qualified to ensure that modifications to it or actions by the FDA do not thwart the law's original intent.** He listens and knows that the role this industry plays in Utah's economy is critical and needs to be preserved.

Ensuring that the viability of the industry continues in an environment that promotes fair regulation and ensures product safety, **Senator Hatch has continued to work diligently to ensure that this law is working in the best interests of consumers.**

With Senator Hatch, Utah's dietary supplement industry has made great strides, but recent actions of the FDA show that his work is not done. We must ensure that we can continue to fight federal efforts to restrict the rights of consumers to benefit from dietary supplements.

Together let's stand with Senator Hatch so that this industry so vital to Utah's economy can continue to grow and prosper, and consumers who count so heavily on natural health products can continue to enjoy the freedoms of choice and access.

Sincerely,

**Tarang P. Amin**  
President & CEO  
Schiff International, Inc.

**Derek H. Hall**  
CEO  
Qivana

**Steven Lund**  
Vice Chairman  
Nu Skin Enterprises, Inc.

**Blake Roney**  
Chairman  
Nu Skin Enterprises, Inc.

**Kerry O. Asay**  
Chairman and CEO  
Morinda Holdings, Inc.

**Richard Hartvigsen**  
Vice President  
Global Government Affairs  
Nu Skin Enterprises, Inc.

**Calvin McCausland, PhD**  
Chief Scientific Officer  
4Life

**Charles A. Smith**  
Vice President of Global Operations  
Tahitian Noni International, Inc.

**Kim S. Asay**  
President  
Tropical Resources, Inc.

**Gary Hollister**  
Board Member  
Xango

**Gordon Morton**  
Founder & Board Member  
Xango

**Steve Tew**  
President  
4Life

**DeWayne Ashmead**  
President  
Albion Laboratories, Inc.

**Truman Hunt**  
President & CEO  
Nu Skin Enterprises, Inc.

**Joe Morton**  
Founder & Board Member  
Xango

**John J. Wadsworth**  
President  
Tahitian Noni International, Inc.

**Mike Beardall**  
President  
Cornerstone Research and  
Development, Inc.

**Jim Hyde**  
CEO  
Albion Laboratories, Inc.

**Mark Petersen**  
Vice President of Field  
Development  
4Life

**Jeffery A. Wasden**  
Vice President of Global Marketing  
Tahitian Noni International, Inc.

**Bryan B. Davis**  
Founder & Board Member  
Xango

**Jamon Jarvis**  
Executive Vice President  
Nature's Sunshine

**Bruce Remund**  
Co-Owner / President  
VMI Nutrition

**Chad Wiegand**  
Senior Vice President  
Nature's Way/Schwabe No. America

**John DeWyze**  
Executive Vice President  
of Operations  
Nature's Sunshine

**Robert G. Johnson**  
Executive Vice President  
Tahitian Noni International, Inc.

**Jeff Reynolds**  
Co-Owner / CEO  
VMI Nutrition

**Kent Wood**  
Founder & Board Member  
Xango

**Aaron Garrity**  
Founder & Chairman  
Xango

**David Lisonbee**  
Founder and CEO  
4Life

**Richard C. Rife**  
Vice President & General Counsel  
Morinda Holdings, Inc.

Paid for by Hatch Election Committee, Inc.