

Alliance for Natural Health USA

Helping the Natural Products Industry
Survive and Thrive



What is the Alliance for Natural Health USA?

The Alliance for Natural Health USA (ANH–USA) is an international organization dedicated to protecting and promoting sustainable healthcare and freedom of choice in healthcare through good science and good law. We actively work to help shape the regulatory and scientific framework affecting natural health, thereby developing more sustainable, natural, and biologically compatible approaches to healthcare.

Why is ANH–USA Important to You?

The Alliance for Natural Health USA protects the rights of:

- **Natural products manufacturers**, to produce and market their products;
- **Natural health practitioners**, to practice without government harassment and interference; and
- **Consumers**, to choose the healthcare options they prefer.

In the US, we work on both federal and state levels. We lobby Congress to protect consumer access to natural products, fight legislation that threatens access to natural products, and introduce legislation that promotes unencumbered access both to these products, and importantly, to the science behind them.



ANH-USA acts as a government watchdog, files comments on proposed rulings, and educates the public and press about the benefits of natural health products.

ANH-USA: Making a Real Difference

ANH-USA makes change and protects the natural products industry. The impact of our commitment is very real. Recent accomplishments include:

- Mobilizing our grassroots activists to send over 300,000 emails to public legislatures on important integrative health issues.
- Filing three lawsuits against the FDA in support of the natural products industry and their right to speak freely to consumers about the science behind their products.
- Putting an integrative practitioner on the Comparative Effectiveness Research (CER) panel.

- Modifying the Senate healthcare bill to ensure that the CER program always includes integrative medicine practitioners on the board and advisory panel. This marks the first inclusion of integrative medicine in any federal program and will provide integrative medicine a voice in determining important areas of research, such as the role of dietary supplements in prevention and treatment.
- Collecting over 50,000 signatures on our Reform the FDA petition.
- Modifying dangerous Codex language in the FDA Food Safety Modernization Act that would have negatively affected the supplements industry.
- Introducing the Free Speech about Science Act in the House of Representatives that will permit industry to cite peer-reviewed scientific research about the health benefits of products.
- Modifying regulations in Delaware and Michigan that would have limited the practice of nutrition to Registered Dieticians; they now include Certified Nutrition Specialists.

You Need to Be Informed

To maximize your business opportunities and minimize risks, you must be informed about legislation for provisions that may jeopardize your business.

Join Us in the Fight For Natural Health!

Alliance for Natural Health USA Industry Member Benefits

Benefit	Diamond	Gold	Silver	Bronze
Quarterly lobbying, regulatory, and legislative reports	✓	✓	✓	✓
Updates on our collaborative grassroots and lobby efforts with the Coalition to Preserve DSHEA	✓	✓	✓	✓
Attend Congressional lobbying visits	✓	✓	✓	✓
Logo placement on ANH-USA website	✓	✓	✓	✓
Access to our online events calendar	✓	✓	✓	✓
Two hours of direct access to our Legislative Director each month	✓	✓	✓	
Attend intimate networking events	✓	✓	✓	
Participate in small political fundraisers with key members of Congress	✓	✓		
Tell consumers about the safety of your products and ingredients on our website	✓	✓		
ANH-USA will display your logo on our booth and conference material	✓	✓		
Display our logo on your products	✓	✓		
Access to our European office	✓			
Access to our dedicated lobbyists	✓			
Logo displayed on ANH-USA's homepage	✓			