

NATURAL PRODUCTS FOUNDATION SENDS 200TH WARNING LETTER



The Natural Products Foundation has recently reached a new milestone, sending out its 200th advertising warning letter. The warning letter has been issued via the Truth in Advertising Campaign. The program has been ongoing for the past three years. A typical case will begin when an advertisement that does not comply ends up being brought to the attention of the Natural Products Foundation. Once it is brought to their attention, the offending company will receive a letter from the corporation, stating what is wrong with the advertisements and what steps can be taken to fix the problem. It is not a warning letter from the FDA but it is similar in style when it comes down to the type of content being addressed in the letter. The companies, upon receiving the letter, will have two choices. They can either follow the steps to fixing the advertisement or they can ignore the letter. If the company chooses to ignore the letter, the Natural Products Foundation will refer the matter over to the Food and Drug Administration, often referred to as the FDA. It is surely not a secret that the Natural Products Foundation meets with both the FDA and the FTC to discuss the content in such advertisements, which can cause huge problems for companies who choose to ignore the warning letter that was sent to them from the Natural Products Foundation. The good thing about the program is that entirely confidential. No one, except for those in the immediate circle, will even know that a company has received a letter from the Natural Productions Foundation about not being in compliance. This gives the company an opportunity to make the necessary changes without having to deal with public embarrassment and consumers knowing about their advertisements, which were not in compliance. The program has recently started gaining more momentum, especially after reviewing a total of 100 new cases in 2012 alone. The company had sent a total of 65 warning letters in that time frame. Throughout the entire program, the vast majority of companies do choose to cooperate with Natural Products Foundation, which is a good thing. The compliance rate of companies who have received warning letters from the foundation have begun increasing, meaning more companies are beginning to comply when it comes with the advertisements about their food products. The primary purpose of the Natural Products Foundation, in the first place, is to always ensure that companies are being honest about the foods in which they are offering and advertising for.