

Supplement Sales are Booming: What's Hot, What's Next, and 5 Key Success Factors for 2020

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Loren Israelsen

Mr. Israelsen has been deeply involved in the commercial, political and regulatory issues facing the global dietary supplement industry since 1980. On the commercial side, he served as general counsel and president of Nature's Way Products Inc. Much of his career has involved creating and supporting efforts to allow broad access to dietary supplements, together with the systems to assure product quality, safety and benefit.

He has authored more than 150 articles and/or book chapters and has lectured in over 30 countries on dietary supplement and functional food issues. Currently, his greatest areas of interest are the growing presence of synthetic biology in the natural products industry, personalized nutrition, preservation of the cultural knowledge on which the natural products industry is founded.

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What's Hot

- Glyphosate Free movement
- Spirulina - could be the surprise of 2021
- Liposomal Technology - Adding a lipid molecule to an ingredient, allows the good stuff to get into your system.
- Non-pill forms are outselling pill forms, for the first time.



Glyphosate Free Movement

- Companies not getting behind this movement are going to fall behind.



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HOW WE'RE CONTINUING EFFORTS TO BAN GLYPHOSATE



Bethany Davis |

This past May MegaFood rallied in Washington, D.C. and hand-delivered over 100,000 signatures of support to ban glyphosate as a dessicant to the EPA. Now we wait for an official response and in the meantime, we are going to keep the pressure on because we don't want glyphosate anywhere near our food, families or supplements!



What's Hot


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Spirulina

- New research indicates Spirulina, a well-known algae and dietary ingredient may be one of our best immune support foods

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Hawaiian Spirulina®

Spirulina is among the oldest and primitive life forms on earth and comes from the phylum of very basic life forms, cyanobacteria (better known as blue-green algae).

Spirulina is the original superfood, consumed for its many health benefits including support for*:

- The Immune System
- Eyes & Brain
- Cardiovascular Health
- Overall Cellular Health



*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.

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Liposomal Technology

- Delivering the payload is the name of the game.



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Outselling the Pill

- Gummies, film strips, effervescent solutions



What's Next ?



- Personalized Medicine
(i.e. What is your blood type?)
 - Blood Type-A is much higher risk of severe symptoms of Covid-19.
Type-O is most protective.
- Coping with virtual meeting overload
 - Zoom fatigue is real.
- Sleep disruption
 - People are getting anxious and restless.

5 Key Success Factors for 2020

1. PPE Management
 - a. Be sure you have deep inventories of Personal Protection Equipment for your employees (PPE).
2. Streamlined Communication
 - a. Platforms like WeChat and Slack are proving to be a great way to keep remote staff connected and engaging with each other.
3. Deep Inventory of Goods warehoused in the US
 - a. Work with distributors that have confirmed supplies in the US, a Covid-19 round 2 in the fall could deeply disrupt overseas supply chains yet again
4. FDA and FTC Compliance
 - a. FTC will continue to send Warning Letters to anyone associating Covid-19 prevention or mitigation with "unproven" products or services
5. Manage your staff as if they have PTSD
 - a. Make sure emotional and safety needs are met, especially if your employees are working remotely.

Thank You

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