

NEWS IN BRIEF

NPA announces award winners of 24th Annual Awards

08-Jun-2017

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Senator Orrin Hatch, Roxanne Green, the Haddow brothers, and Nutrition 21's Nitrosigine ingredient are this year's winners of the Annual NPA Awards.

The awards, which will be handed out during NPA's The Big Natural event in Las Vegas NV this week, honor outstanding individuals in government and businesses that have made valuable contributions to the success of the natural products industry.

"The Big Natural is the premier event for the industry and we're proud to honor the best and the brightest people who have contribute to its success over the past year," said Daniel Fabricant, Ph.D., NPA Executive Director and CEO. *"We look forward to continuing to support and collaborate with leaders in government and business who strive to further the growth of and access to natural products for consumers."*

The winners of the 2017 NPA Awards include:

President's Award: Roxanne Green

The winner of the President's Award, which recognizes an individual who has made long-term contributions or a one-time, significant impact to the natural products industry, is Roxanne Green. Green has spent more than 34 years as a member-owner/staff of PCC Natural Markets in the Seattle area. Currently she is the HBC Coordinator at the Redmond store, part of their management team, and is one of the main ingredients screeners for PCC's personal care products. She has served on the NPA NW board for 11 years, four as the president. She has served on the NPA National board for 10 years, two as President.

Lifetime Achievement Award: Charles McClain "Mac" Haddow and John Haddow

The Haddow brothers are this year's recipients of the Lifetime Achievement Award, which is bestowed to a pioneer in the natural products industry. Mac and John Haddow are receiving this award for their perseverance in assisting with the passage of DSHEA, which was instrumental to the industry, explained NPA. The brothers are partners at Upstream Consulting, a government relations, public affairs, and management consulting firm in Washington, DC.

Industry Champion Award: Senator Orrin Hatch (R-UT)

Seven term Senator, Orrin Hatch, received the Industry Champion Award, which recognizes individuals who have made notable contributions to the natural products industry above and beyond commercial success. Hatch is the most senior Republican in the Senate. Senator Hatch credits his personal health to his daily nutritional supplements, leading him to be an advocate to the natural and dietary supplement industry.

The Utah senator played a key role in the passing of DSHEA and in 2016 introduced legislation to expand Health Savings Accounts and Flexible Spending Accounts to include dietary and nutritional supplements. Most recently Senator Hatch has continued to support the industry by focusing his efforts on keeping vinpocetine on the market.

Novel Ingredient and Science Award: Nutrition 21 – Nitrosigine

Nitrosigine by Nutrition 21 is the winner of this year's Novel Ingredient and Science Award, which is awarded to a person or company, who has developed a novel ingredient with far reaching applications, clinical disease utility, health benefit, or regulatory safety achievement, demonstrated through sound scientific research.

Nitrosigine is a patented complex of bonded arginine silicate with an FDA New Dietary Ingredient (NDI) notification status, and is affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. [The ingredient is supported by multiple clinical trials](#), and works by boosting nitric oxide levels with application for sports nutrition, men's health and cardiovascular health.

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