



# **Commentary on Office of Dietary Supplements 2004 – 2009 Strategic Plan**

## **A Consumer Point of View**

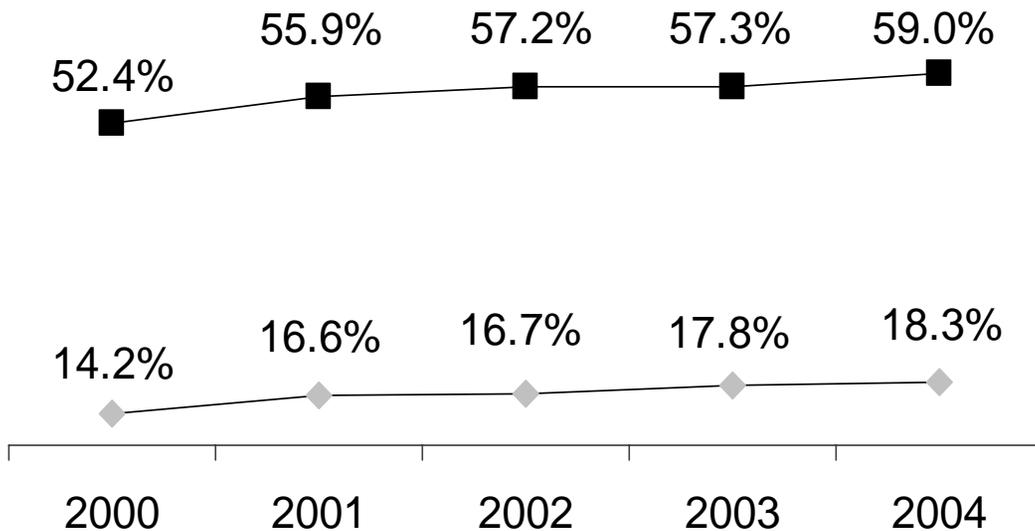


**Prepared By:  
The Natural Marketing Institute (NMI)  
May 2005**



# Consumers Belief In Supplements And Their Connection To A Healthy Lifestyle is Growing

(% general population stating the following are "extremely/very important" in maintaining a healthy, balanced lifestyle)



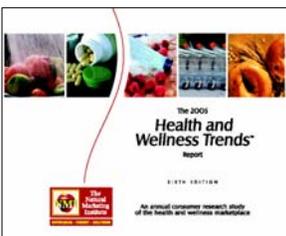
■ Taking vitamins and minerals

◆ Taking herbal supplements

5-Year CAGR

+3.0%

+6.5%



Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004



# The ODS Strategic Plan is Important To Many Constituents

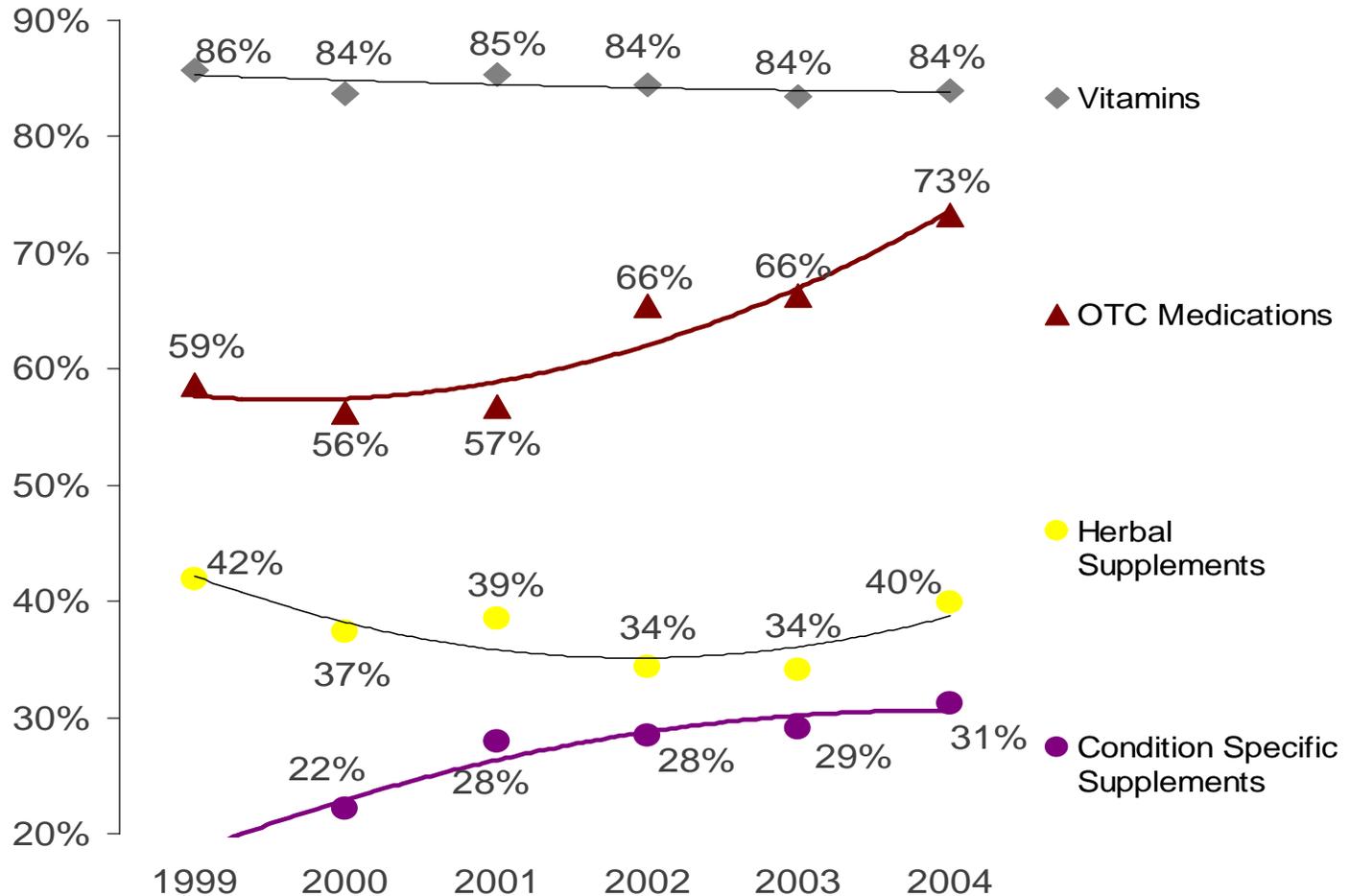
**85% of general population use some type of supplements including multi-vitamin/minerals, single vitamins/minerals, condition specific, herbs, weight loss supplements, or sports nutrition supplements**

**70% want easy access to information on the benefits of supplements**

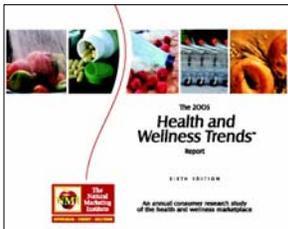


# Usage of OTC And Condition-Specific Up – Reflect Desire For Self-Treatment

(Q.12 - % general population stating used ... in past year)



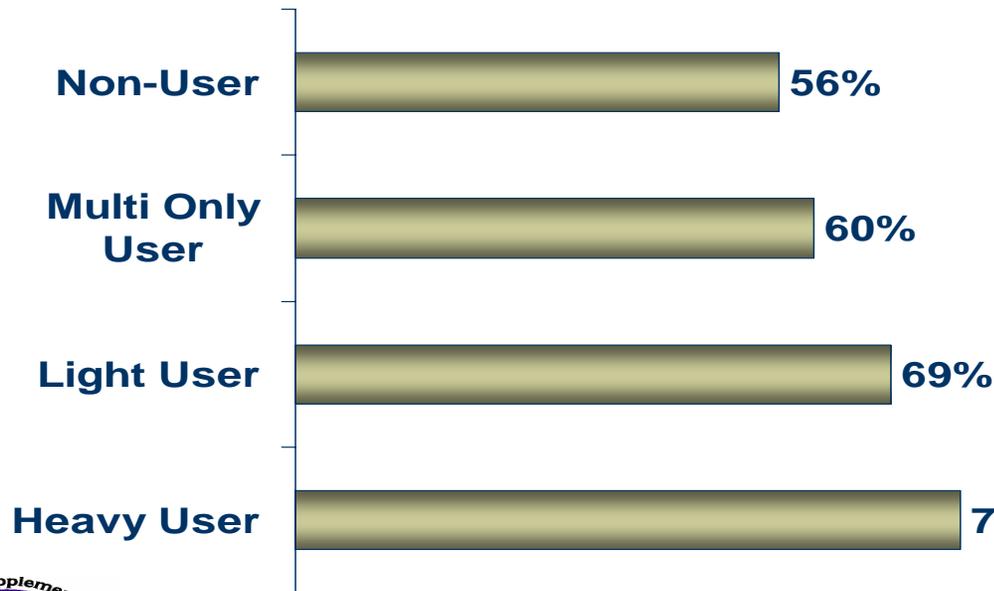
Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004



# Conflicting Stories on Supplements Create Much Confusion; Reliable Source Opportunity?

(% consumer segment who “completely/somewhat” agree with the following...)

**67%** of the General Population agree that conflicting media stories have made them confused about the supplements they take



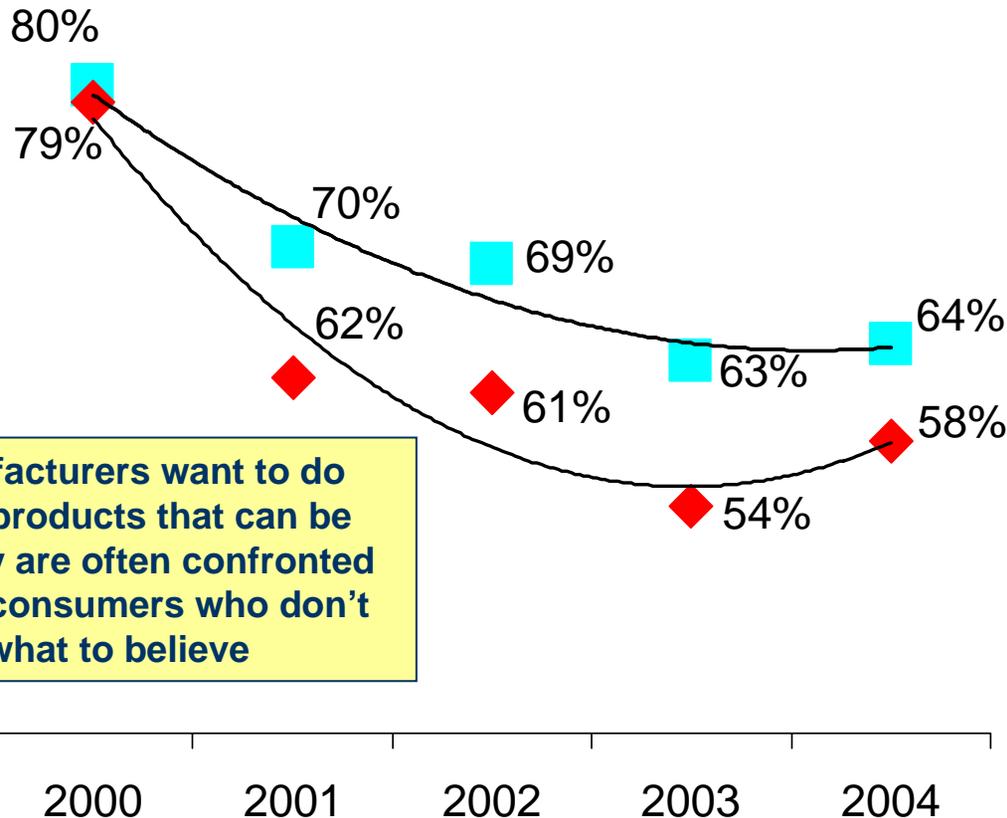
**Heavy Users  
most confused**

**!!!!!!**



# Consumer Confusion Affects The Believability of Clinical Research

(Q.42 - % general population consumers stating, "completely/somewhat agree" with the following statements)



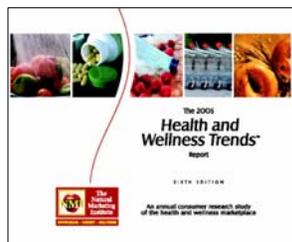
- Prefer to purchase supplements w/proven clinical effectiveness
- ◆ Clinical research impacts believability of supplement claim

**While manufacturers want to do clinicals on products that can be patented, they are often confronted by confused consumers who don't know what to believe**

Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004

# NMI's 2005 Top 10 Health and Wellness Trends - #6

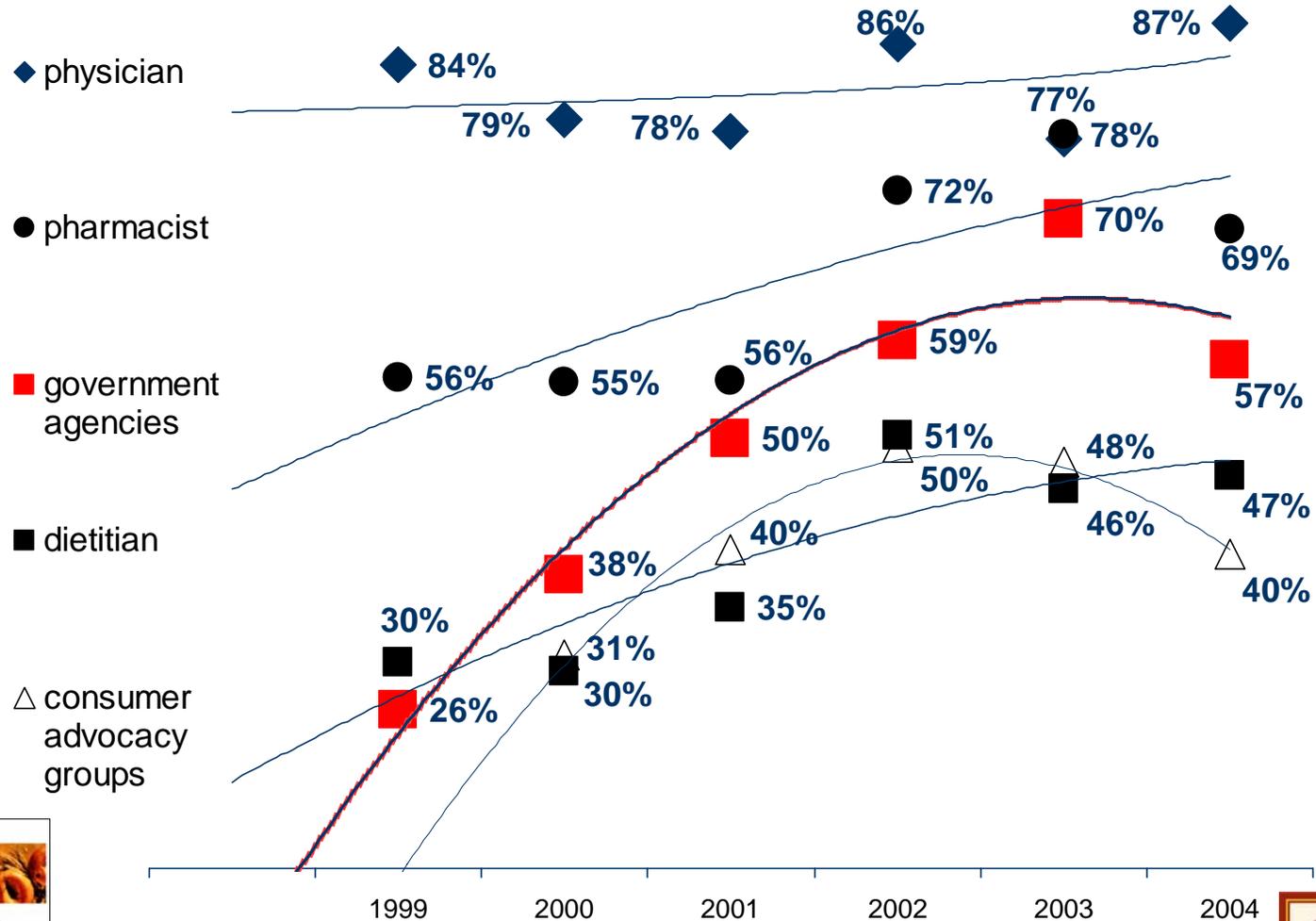
**With the multitude of ways in which consumer behavior can be influenced, the leading sources are truly rooted in two concepts – authority and self-discovery. Watch for increased influence from authoritative government agencies and self-discovery sources such as the internet – both showing large increases in affecting consumer behavior over the past 6 years**



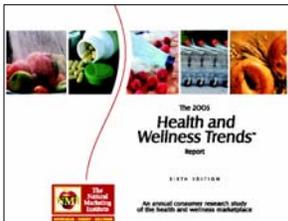
Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004

# Government Authority Is Strong – CAG 17% Over Six Years

(Q.32 - % stating that the following sources influence their purchase decision for healthy and natural products)



Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004



# Among Media Sources Of Influence – Internet Is Growing Strong → Self-Discovery...

(Q.32 - % consumers stating that the following sources influence their purchase decision for healthy and natural products)

◆ magazines

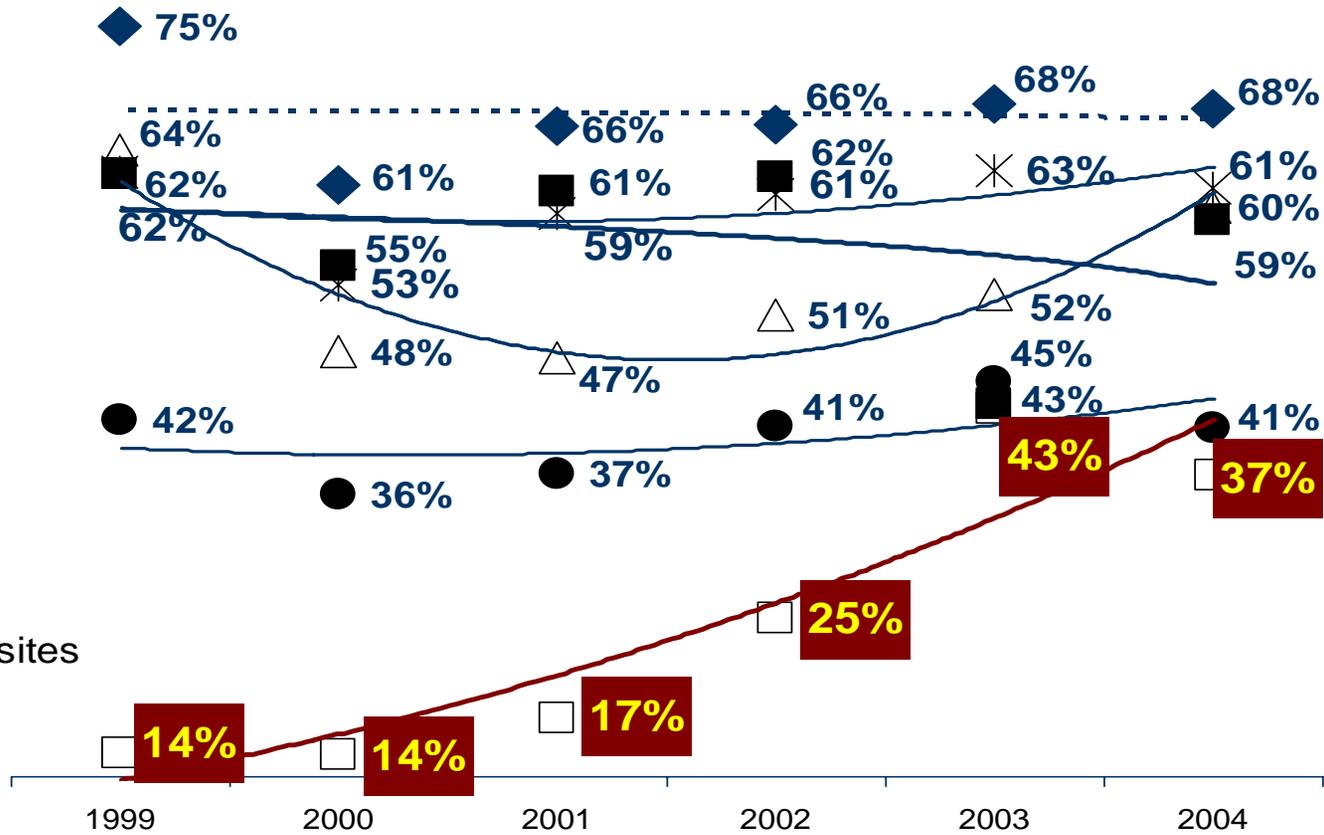
✱ newspaper

△ books

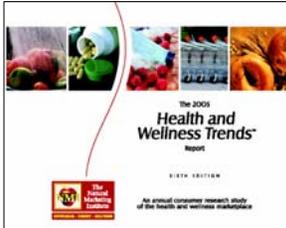
■ television

● radio

□ Internet/websites

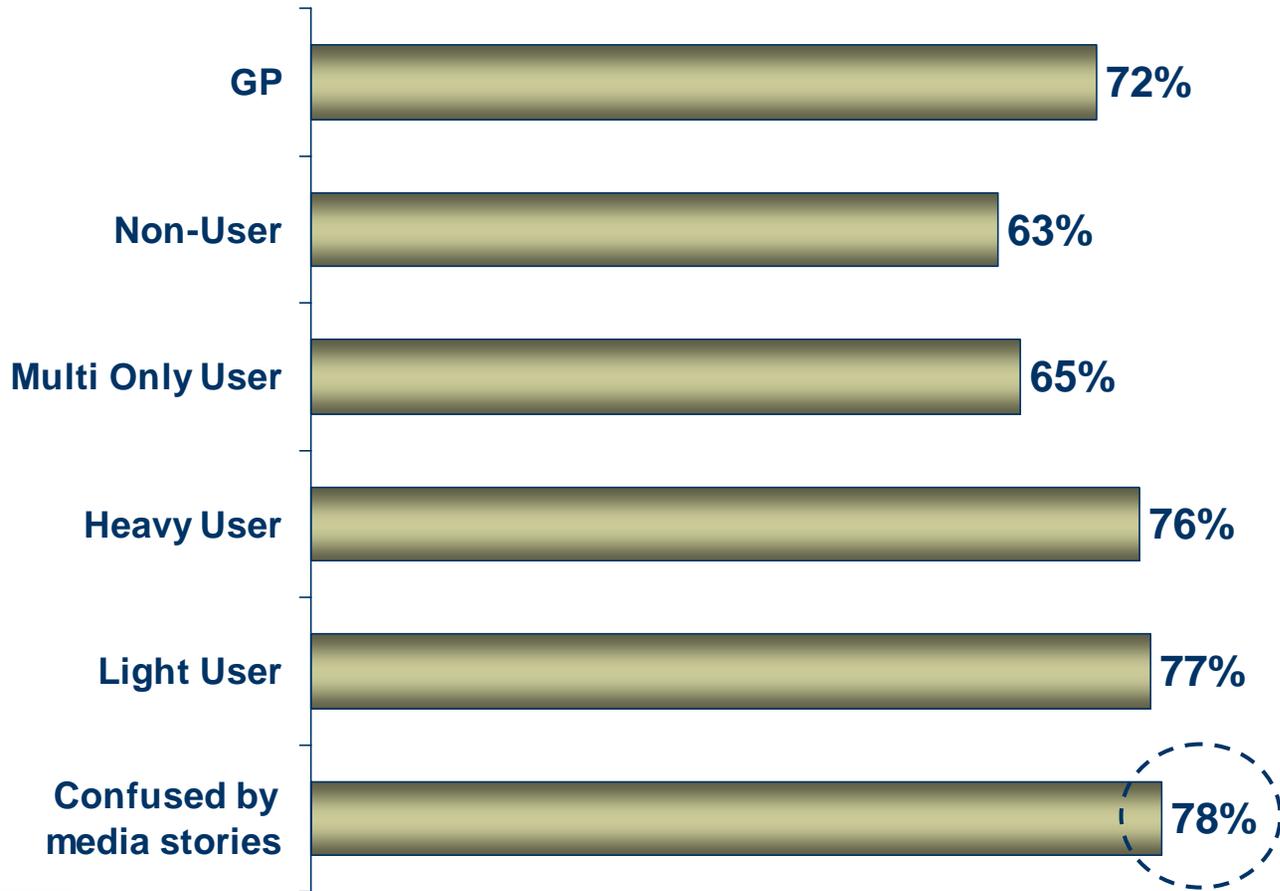


Source: The Health & Wellness Trends Database™  
© The Natural Marketing Institute, 2004



# Three-Quarters of Many User Groups Want Gov't to Fund More Research on Benefits of Supplements

(% consumer segment who indicated they "completely/somewhat" agree that the government should fund more research on the health benefits of nutritional supplements)



**Can government source provide validity to information?**



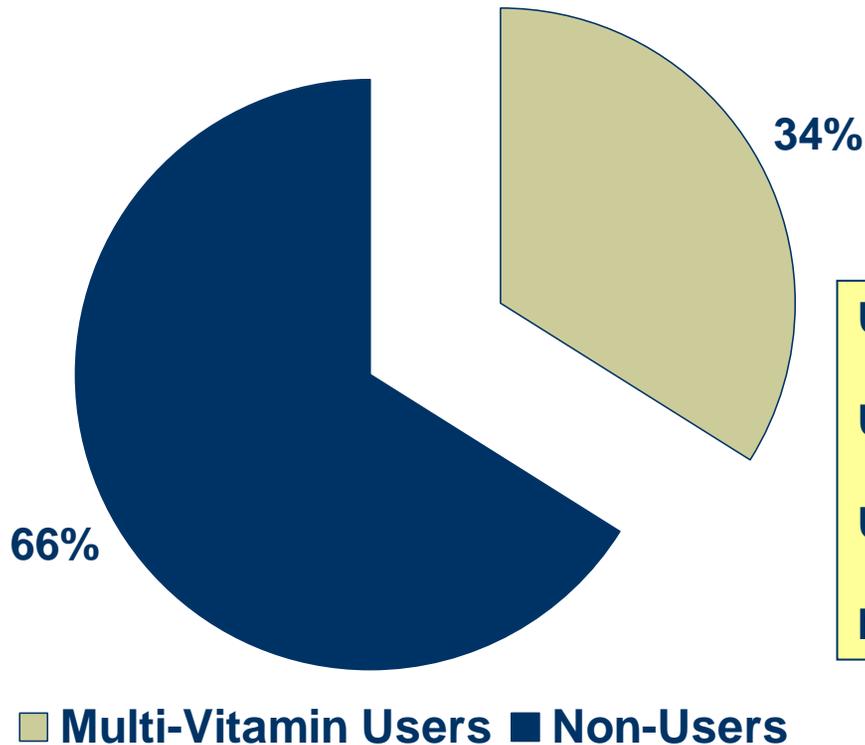
# ODS Opportunity to Immediately Affect The Health of The Nation

## Can statements be made now about multi-vitamin/minerals?

- ❖ **Willett & Sampfer *N Engl J Med* 2001** – A Daily multivitamin that does not exceed the RDA of its component vitamins makes sense for most adults.
- ❖ **Aetna/InteliHealth – Harvard Medical School Consumer Health Information April 2003** – In general, all children and adults might benefit from one multiple vitamin per day.
- ❖ **Wendland et al. *J Am Geriatr Soc* 2003** – All older long-term facility residents require full-spectrum vitamin and mineral supplements.

# Multi-Vitamin/Mineral Usage

*(% general population who indicated they used multi-vitamin/mineral supplements in the last 30 days)*



**Usage does increase with age**

**Usage increases with heavier supplement use**

**Usage is lower among ethnic groups**

**Majority use to maintain or promote health**

# NMI's Summary Comments

- ❖ **Government research should be made available to consumers in an easy to understand format – make the website more consumer friendly – possibility to partner with [www.supplementinfo.org](http://www.supplementinfo.org) - a not for profit site based on published scientific research?**
- ❖ **Consumers are looking for authority – it must be balanced and let them know how to find it**
- ❖ **The use of multi-vitamin/minerals should be encouraged NOW!**
- ❖ **Communicate qualified claims to the general public and healthcare professionals**

---

# The Natural Marketing Institute

**272 Ruth Road  
Harleysville, PA 19438**

e-mail: [Maryellen@NMIolutions.com](mailto:Maryellen@NMIolutions.com)

phone: 215-513-7300, ext. 204

fax: 215-513-1713

**[www.NMIolutions.com](http://www.NMIolutions.com)**