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## **PRESS RELEASE**

### **IADSA takes the lead on sustainability with new guiding principles for the supplement sector**

IADSA has adopted the world's first [Guiding Principles on Sustainability](#) for the global food supplement sector. Developed to support the United Nations [Sustainable Development Goals](#) (SDGs), the eight principles will position IADSA at the forefront of the international supplement sector's efforts to create a more sustainable present and future.

Simon Pettman, IADSA Executive Director, said there were many reasons why it was imperative for supplement associations and companies to engage on sustainability. "First of all, it is the right thing to do," he explained. "In addition, taking a lead on sustainability is important since many of the discussions the industry will have with stakeholders in the future will be framed within the sustainability context and will focus on how the sector is contributing to the achievement of the UN's 17 SDGs."

The new guiding principles are not designed to replace any national or regional legislation. Instead, they provide an over-arching set of action points to help every part of the global food supplement supply chain to accelerate and collaborate on sustainability. They complement and build on IADSA's existing [Code of Ethical Principles](#) for the supplement sector, which highlights the adoption of sustainable practices as one of a number of steps the industry should strive to take.

Simon Pettman added: "Change will only come about with the involvement of a majority in the industry, and through the commitment of businesses large and small. To help drive this forward, IADSA believes it's important that we show leadership and establish a culture of sustainability in the supplement sector that goes beyond our long-term commitment to creating a healthier society. Our new Guiding Principles will be at the front and centre of this work."

Based in London, IADSA is the international association of the food supplement sector, with members from six continents. IADSA is the global platform to guide the evolution of policy and regulation in the sector. Visit [iadsa.org](http://iadsa.org) for more information.

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**About IADSA**

Established in 1998, IADSA is an international body comprising member associations and companies operating in the global supplements sector. Bringing together food supplement associations from six continents, IADSA is a trusted source of information and runs regional and national regulatory, scientific and technical programmes in many parts of the world, supporting and advising governments and other stakeholders in relation to the development and implementation of regulation and policy. IADSA also works with companies and authorities to build national associations in countries where they do not already exist. IADSA's full name is International Alliance of Dietary/Food Supplement Associations.