The Highest Commitment to Nutrition

Industry organizations with the highest level of commitment to the nutrition profession are recognized as ASN Sustaining Members. ASN is proud to partner with these companies to advance excellence in nutrition research and practice.

SUSTAINING MEMBER
American Society for Nutrition

Abbott Nutrition
The Almond Board of California
The Beef Checkoff, through the National Cattlemen's Beef Association (NCBA)
Campbell Soup Company, Global Nutrition & Health
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Council for Responsible Nutrition
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POM Wonderful, LLC
The Procter & Gamble Company
Salt Institute
Solae, LLC
The Sugar Association, Inc.
Tate & Lyle
Unilever North America
The Vitamin Shoppe
Welch's

Ideas for ASN’s Sustaining Members?
The Sustaining Members are represented in the Society by a Sustaining Member Committee. The members of this standing committee help to provide visibility within ASN to matters of interest to industry by exchanging ideas and providing support for the society's activities.

Interested in Adding Your Support to the Society?
Your unrestricted contribution is used to support programs and awards that help the association fulfill its mission: to be the leading nutrition research society dedicated to improving the health of individuals and populations worldwide.

For more information, please visit www.nutrition.org/industry
Editor Search Announcement
Advances in Nutrition

The American Society for Nutrition (ASN) requests applications for the position of Editor, *Advances in Nutrition*. The successful candidate will serve as Editor-in-Chief of *Advances in Nutrition* beginning January, 2014 with a five-year appointment. The Editor will provide leadership for the scientific quality and promote the continued development of *Advances in Nutrition* as the premier repository of contemporary review articles in nutrition science. Applicants should have achieved a high level of visibility in the field of nutrition, be a recognized leader in the field and have demonstrable strong leadership skills. The Editor will have a broad knowledge of nutrition, with a particular appreciation of emerging areas. The successful applicant will have the ability to identify and anticipate the wide range of interests in the area of nutrition as well as develop and implement a plan to strengthen the scientific standing of *Advances in Nutrition*.

Any interested member of ASN is encouraged to submit a letter of intent along with a curriculum vitae. Members of ASN, and other interested parties, are invited to submit nominations of potential candidates accompanied by a description of the candidate’s editorial experience and a short endorsement.

Letters of intent and nominations should be received before October 15, 2012, although earlier expressions of interest are strongly encouraged. All candidates will be asked to provide additional information on their qualifications and vision for the journal to complete their application. The deadline for receipt of the full application is December 15, 2012. The *Advances in Nutrition* Editor Search Committee plans to interview candidates in early 2013.

All letters of intent and nominations should be addressed to the committee chair, Dr. Alice Lichtenstein, and submitted electronically to ASN Administrative Assistant, Valerie Bloom (vbloom@nutrition.org).

For more information, please go to www.nutrition.org

Editor Search Announcement
The Journal of Nutrition

The American Society for Nutrition (ASN) requests applications for the position of Editor, *The Journal of Nutrition (JN)*. The successful candidate will serve as Editor-in-Chief of *JN* beginning January, 2014 with a five-year appointment. The Editor will provide leadership for the scientific quality and promote the development of *JN* as the premier repository of contemporary research in nutrition science. Applicants should possess demonstrable organizational skills of a high caliber and have achieved high visibility and recognition among nutrition scientists. The Editor will have a broad knowledge of nutrition, with appreciation for basic and applied research, including developing areas. The successful applicant will have the ability to identify and meet the publication needs of the nutrition research community as well as develop and implement a plan to strengthen the scientific standing of *JN*.

Any interested member of ASN is encouraged to submit a letter of intent along with a curriculum vitae. Members of ASN, and other interested parties, are invited to submit nominations of potential candidates accompanied by a description of the candidate’s editorial experience and a short endorsement.

Letters of intent and nominations should be received before October 15, 2012, although earlier expressions of interest are strongly encouraged. All candidates will be asked to provide additional information on their qualifications and vision for the journal to complete their application. The deadline for receipt of the full application is December 15, 2012. The *JN* Editor Search Committee plans to interview candidates in early 2013.

All letters of intent and nominations should be addressed to the committee chair, Dr. Charles Lang, and submitted electronically to ASN Administrative Assistant, Valerie Bloom (vbloom@nutrition.org).

For more information please go to www.nutrition.org
The Problem of Nutrient Shortfalls in the American Diet and the Role of Dietary Supplements

Dietary supplements are an increasingly important topic of discussion among health care providers and their patients. According to the Academy of Nutrition and Dietetics fewer than 5 percent of Americans meet the USDA’s daily nutrient recommendations for optimal health—even though many people are consuming too many calories. This lack of key essential nutrients, like vitamin D, magnesium, and calcium, and vitamin C, is linked to billions in health care costs each year.

Furthermore, the American diet receives a failing grade from the Healthy Eating Index, ranking just 50 out of 100 in quality. This reality is seen firsthand by nutrition professionals. In fact, a recent study among registered dietitians found that four in five (81 percent) agree most people have gaps in their diets than can be filled with vitamins and other dietary supplements.

Dietary supplements, such as multivitamins, can help meet nutrient needs missing due to poor diet. When recommending a dietary supplement it’s important to address patient questions about choosing a safe, high-quality dietary supplement.

Patients may need counsel in selecting a reputable brand. Reputable brands, like Nature Made®, are committed to rigorous science-based protocols for product development and testing that meet or exceed published industry standards. There are certain attributes you should look for in a dietary supplement company that ensures a high-quality and safe product.

• First, the company should work with a trusted network of suppliers who provide high quality raw ingredients.
• Once those ingredients are sourced, the company should have continuing verification and quality checks throughout the manufacturing process so that every product is made in accordance to the highest published industry-wide standards.

A quality supplement manufacturer should also have a robust science program that works with research organizations and universities. Additionally, patients should seek brands that have been verified by independent third-parties. One third-party verification that exists for dietary supplements is the United States Pharmacopeia (USP) Verified Dietary Supplement mark. This certifies that the product meets stringent quality criteria set forth by USP, a scientific not-for-profit organization that has set pharmaceutical quality standards that are used in more than 130 countries. If a product is USP verified it will carry the USP DSV mark on the product label.

Another consideration is to look for brands that health care professionals recommend. In its annual ‘OTC Guide’ report by Pharmacy Times, Nature Made® is the #1 Pharmacist Recommended Brand in seven key vitamin and supplement segments.

To ensure you are recommending the highest quality supplement, check brand websites to learn about the measures they take to ensure scientific rigor and quality production of dietary supplements. Additionally, provide your patients with educational resources such as FamilyDoctor.org to help them understand the role supplements can play in healthy eating. Finally, if a patient has a serious adverse reaction to a dietary supplement, contact the manufacturer, who will report it to the FDA.

About Pharmavite
For more than 40 years, Pharmavite LLC, the maker of Nature Made®, has earned and maintained the trust of healthcare professionals, consumers, and retailers by manufacturing high-quality vitamins, minerals and other dietary supplements. Nature Made is a Proud Partner of FamilyDoctor.org, an award-winning website featuring physician-reviewed information on more than 900 health and wellness topics provided in English and Spanish, including vitamins and supplements.

3 Healthy Eating Index, NHANES, 2001-2008 (unpublished)
5 Pharmacy Times, OTC Guide, June 2012

For more information, please visit Naturemade.com/HCP

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SAFELY MADE. PURELY MADE.