

MARCH 2005

Physical



**OFFICIAL
MAGAZINE**
OF THE 2005
ARNOLD CLASSIC

PROTEIN SPECIAL

**POWER
YOUR
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**ARMS LIKE
BOULDERS**
TRY OUR KILLER
BICEPS WORKOUT

**THROW OUT
YOUR VIOXX**
SUPPLEMENTS FOR PAIN

**TEEN
SUPPLEMENT
GUIDE**

**ARNOLD
SCHWARZENEGGER
CELEBRATES
30 YEARS OF HIS
FITNESS WEEKEND**

The Proof Is Out There

Here's why the sports supplements you buy are safe and effective.

Knowledge is power, but sometimes those in power lack knowledge. That's why, periodically, influential politicians and government regulators overreact to fears that some nutritional products aren't as safe and effective as advertised. Faulty perceptions about the current status of supplement-industry regulation among national and local authorities have led to some misguided legislation, such as the Dietary Supplement Safety Act in 2003, which would have imposed prohibitively costly regulations on sports supplements. Thankfully, consumers and strong arguments against it by Sen. Orrin Hatch and others torpedoed this bill.

Certainly, the supplement industry needs guidelines. The truth is, they already have them. "Many people have the idea that supplement companies don't have any guidelines they must follow," says Chris Baker, CEO of Global Clinicals, Inc. "But that's incorrect."

Baker should know. Global Clinicals is an independent research company that performs human efficacy clinical trials for dietary supplements, OTC drugs and homeopathics. That means it's his job to make sure that the nutritional supplements you buy are not only safe but fulfill the claims of manufacturers. "We validate claims for the companies that produce these products, so that they can accommodate FTC laws and use this information for their marketing," he says. "Independent research is beneficial for both manufacturers and consumers."

Trust But Verify

Many of the largest supplement companies in the world have hired Baker and his staff to run clinical trials on their products. The proactive use of independent labs has convinced him that sports-nutrition companies know that they won't be around for long if their products aren't getting the job done.

"Self-regulation by the supplement industry is the best way to make certain that supplements are safe and effective," says Baker. "That's where independent analysis comes in. Independent research studies assist in gathering more information for the consumer to help them assess efficacy, safety and health benefits."

A few bad apples here and there do engage in questionable practices, but these disreputable companies are usually found selling their products solely on the Internet or through mail order, not in reputable nutrition stores. That's why Baker suggests

sticking to well-established brands, and buying supplements from a major retail outlet that you trust.

"Keep in mind that large supplement companies with established reputations have everything to lose by trying to dupe the public," says Baker.

For more information on supplement regulation, visit www.globalclinical.com.

Physical Facts

RULES OF THE TRADE

Supplement companies are not unregulated. To wit:

- Supplement companies must notify the FDA of their intent to market a dietary supplement containing a new dietary ingredient – defined as one not sold as a dietary supplement before 1994's Dietary Supplement Health and Education Act (DSHEA).
- The label of any product is required to be truthful and not misleading. If the label does not meet this requirement, the FDA may remove the product from the market or take other appropriate actions.
- If the FDA challenges a product's safety, it assumes the burden of proof, but the company must provide information as to how it determined that reasonable evidence exists for safe human usage. So companies are cautious about legal and monetary consequences.

