UNPA’s strategic partners for the advancement of safety, science, quality and commerce

The United Natural Products Alliance (UNPA) organizes its key objectives and work plans through a series of Memoranda of Understanding (MOUs) that bring together cooperation, expertise, influence and trusted reputations.

UNPA’s 22 MOU partners represent leading academic and educational institutions, professional societies and trade organizations around the world, including:

**National Center for Natural Products Research**
NCNPR is the preeminent botanical research facility in the United States. UNPA is a title sponsor of its annual International Conference on the Science of Botanicals as well as a content partner for the event.

**China Chamber of Commerce for Import and Export of Medicines and Health Products**
The China Chamber is our liaison for the UNPA-sponsored U.S. Dietary Supplement Pavilion at the China International Import Expo and a key facilitator of cooperation and trade between the U.S. and Chinese dietary supplement and natural health products industries.

**International Probiotics Association**
UNPA is working with IPA to produce a Food Safety Modernization Act-compliant food safety plan for probiotics as well as a white paper for companies looking to sell probiotics in the Chinese market.
ACADEMIC

Bastyr University
Seattle, Wash.
To advance the state of naturopathic medicine and natural health products research, safety and quality, nationally and internationally. bastyr.edu

British Columbia Institute of Technology
Vancouver, B.C.
To identify research areas, create a response system for scientific and regulatory issues, promote the development and use of botanical and chemical reference materials and analytical technologies, encourage innovation and advancement of state-of-the-art development and manufacture of botanical-based products. bcit.ca

National Center for Natural Products Research
Oxford, Miss.
Collaboration with the principal botanical research and government advisory organization in the U.S.; support liaison relationships with FDA’s Office of Dietary Supplements, health professionals and regulatory officials throughout the world involved in the study and regulation of botanicals. pharmacy. olemiss.edu/ncnpr

Southwest College of Naturopathic Medicine & Health Sciences
Tempe, Ariz.
To advance the state of naturopathic medicine and natural health products research, safety and quality, nationally and internationally. scnm.edu

CHINA

China Chamber of Commerce for Import and Export of Medicines and Health Products
Beijing, China
To promote the exchange, cooperation and trade between the member companies of both parties and facilitate the development of Traditional Chinese Medicine, dietary supplements and natural health product industries in the country of each party. cccmhpie.org.cn/English

China Nutrition and Health Food Association
Beijing, China
To promote research, technology and cultural exchange of the U.S.-Sino natural products industry and the industry’s orderly and sustainable economic development; to strengthen U.S.-Sino product regulation and market access. cnhfa.org.cn

2019 Memoranda of Understanding
EDUCATION

**American Botanical Council**
Austin, Texas
To advance the dissemination of authoritative and responsible botanical and phytomedicinal information for consumers, health professionals and the academic community and to support the mission, publications and policies of the ABC-AHP-NCNPR Botanical Adulterants Prevention Program. abc.herbalgram.org

**American Herbal Pharmacopoeia**
Soquel, Calif.
To promote the development of authoritative reference standards and qualitative/therapeutic monographs for botanicals. herbal-ahp.org

**Personalized Lifestyle Medicine Institute**
Seattle, Wash.
To promote the advancement of personalized health and the beneficial use of dietary supplements and natural health products and informed use of genetic information. plminstitute.org

MEDIA/EXHIBITIONS

**Informa Global Exhibitions**
To support trade show quality standards for the improvement of industry; data, tracking and access to opinion leaders (Nutrition Business Journal); provide ongoing industry guidance and information to management and staff. informaexhibitions.com

**William Reed Business Media**
London, England; Chicago, Ill.
To facilitate a media sponsorship with nutraingredients-usa.com for the promotion of and industry participation in the International Conference on the Science of Botanicals, held in Oxford, Miss., and produced by the National Center for Natural Products Research. william-reed.com

PROFESSIONAL SOCIETIES

**American Association of Naturopathic Physicians**
Washington, D.C.
To promote natural product patient health by advancing the highest quality natural health products to people with the greatest health needs. naturopathic.org

About the United Natural Products Alliance
The United Natural Products Alliance (UNPA) is an international association representing more than 100 leading natural products, dietary supplement, functional food and scientific and technology and related service companies that share a commitment to provide consumers with natural health products of superior quality, benefit, reliability and sustainability. Founded in 1992 in Utah—widely regarded as the epicenter of dietary supplement manufacturing in the United States—UNPA was instrumental in the passage of the 1994 Dietary Supplement Health and Education Act (DSHEA) and continues to take a leadership position in U.S. and international regulatory issues, industry best practices and commercial growth.

unpa.com
TRADE ASSOCIATIONS

CoQ10 Association
Salt Lake City, Utah
To advance the state of CoQ10 dietary supplement education, research, safety and quality, nationally and internationally. coq10association.org

Global Curcumin Association
Spring, Texas
To advance the state of curcumin dietary supplement quality standards, education, research, safety, testing and quality, both nationally and internationally. curcuminassociation.org

Global Organization for EPA & DHA Omega-3
Salt Lake City, Utah
To advance and achieve a daily reference value for EPA and DHA in the United States and to support the fishing production and sale of high-quality, well-researched omega-3 products. goedomega3.com

Global Prebiotic Association
Spring, Texas
To advance the state of prebiotic dietary supplement education, research, safety and quality, both nationally and internationally. prebioticassociation.org

The International Association for the Advancement of High Performance Thin Layer Chromatography
Basel, Switzerland
To advance industry expertise in botanical identity, using advanced HPTLC, analytical methodology and development. hptlc-association.org

International Probiotics Association
Los Angeles, Calif.
To advance the state of probiotic food and dietary supplement research, safety, consumer education and quality standards, both nationally and internationally. internationalprobiotics.org

National Animal Supplement Council
Sun City West, Arizona
To advance the state of animal health and nutritional supplements and food regulation, safety and quality standards, consumer use and confidence of such products and the establishment of appropriate compliance requirements. https://nasc.cc

Natural Algae Astaxanthin Association
Spring, Texas
To advance the state of natural algae astaxanthin dietary supplement education, research, safety and quality, both nationally and internationally. astaxanthin.org

Trust Transparency Center
Spring, Texas
To advance the state of the single-ingredient trade associations NAXA, CoQ10 Association, Global Curcumin Association, Global Prebiotics Association and the Vitamin K2 Association; to establish a best-practice-recognized, third-party baseline for ingredient quality, identity and appropriate category definitions and standards. trusttransparency.com

Vitamin K2 Association
Spring, Texas
To advance the state of vitamin K2 dietary supplement quality standards, education, research, safety, testing and quality, both nationally and internationally. vitamink2association.org