

17th Annual Nutrition Law Symposium

Three things the COVID-19 pandemic changed, and how this affects the dietary supplement world

Loren Israelsen

President, United Natural Products Alliance

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Premise

- COVID-19 acted as an accelerant of existing trends and policies, both nationally and globally.
- It is estimated that CV-19 has advanced these trends by 5-10 years. What are these trends?

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- Centralization of information flows and controls
 - De-globalization of the supply chain (China+1)
 - Social controls to facilitate political control (China is the case study)
 - A reset/battle over who we trust for health guidance
 - The autonomy movement – ex: Right to Repair (your car, your dishwasher, your body)

So, how do these trends affect the dietary supplement and natural health industry and consumers?

COVID-19 has reopened a number of issues that were “settled” by DSHEA, such as:

- What are “old” v. “new” dietary ingredients?
- What is third party literature?
- What is the definition of a dietary ingredient?
- Though not defined in DSHEA, a question of what is “natural” has been reactivated because of new generation fermentation, biosynthetics, and related technologies.

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- COVID-19 scrambled the retail marketplace of where and how people purchase supplements and natural health products.
 - By necessity, brick and mortar gave way to digital and delivery.
 - By necessity, flows of information went through Google, Meta, Apple, and other digital giants. These and other companies became the arbiters of what is true and, therefore, what is available to consumers -- in short, a new form of censorship via algorithm.

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- COVID-19 facilitated the creation of a binary metric for the rights of citizenship. In this case, vaccinated or unvaccinated.
 - COVID-19 became a live fire battlefield test for new technologies around AI, facial recognition, CGI, financial and mobility controls, and social credit scores.
 - China is the case study.

All of these developments are a material part of the ethos and the cultural fabric of the natural product industry and consumer.

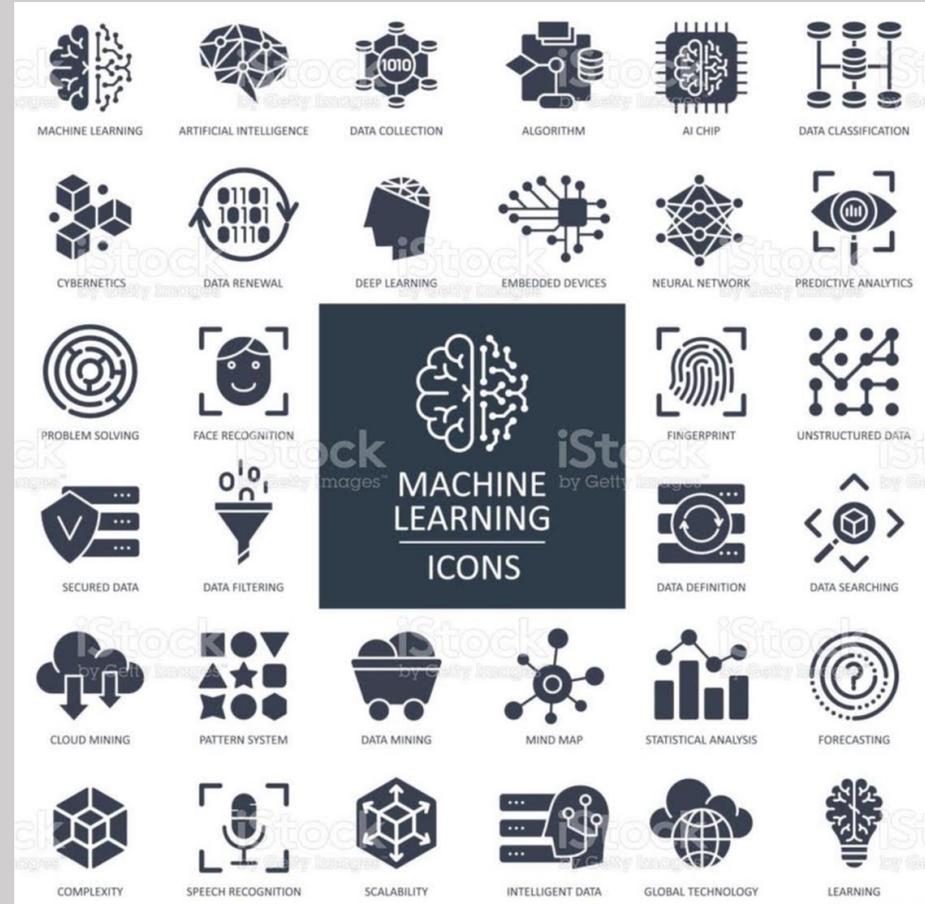
Here's how.



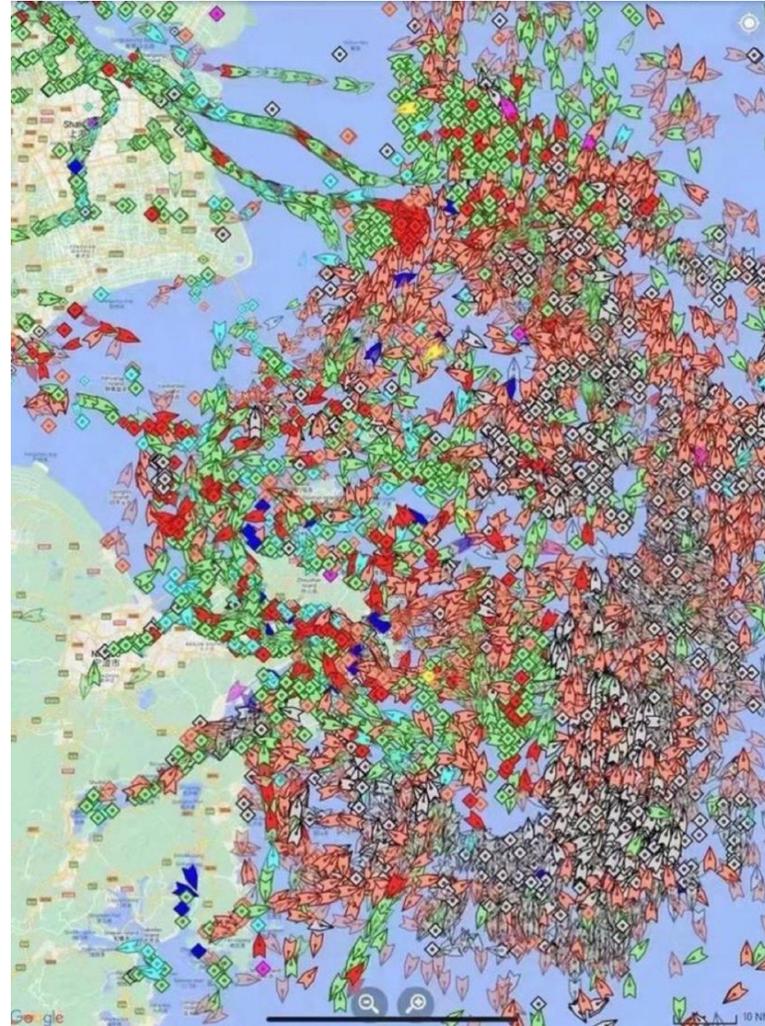
CHINA



Technology / Artificial Intelligence



The Supply Chain Mess



Ships waiting off port in Shanghai

REPAIR MANIFESTO

WE HOLD THESE TRUTHS TO BE SELF-EVIDENT

IF YOU CAN'T FIX IT, YOU DON'T OWN IT.

REPAIR IS BETTER THAN RECYCLING

Making our things last longer is both more efficient and more cost-effective than mining them for raw materials.

REPAIR SAVES YOU MONEY

Fixing things is often free, and usually cheaper than replacing them. Doing the repair yourself saves you money.

REPAIR TEACHES ENGINEERING

The best way to find out how something works is to take it apart.

REPAIR SAVES THE PLANET

Earth has limited resources. Eventually we will run out. The best way to be efficient is to reuse what we already have.



REPAIR **CONNECTS**
PEOPLE AND THINGS

REPAIR IS WAR ON
ENTROPY

REPAIR IS
SUSTAINABLE

WE HAVE THE RIGHT:

TO DEVICES THAT CAN BE OPENED

TO REPAIR DOCUMENTATION FOR

EVERYTHING

TO REPAIR THINGS
IN THE PRIVACY OF OUR OWN HOMES

TO ERROR CODES &
WIRING DIAGRAMS

TO CHOOSE

OUR OWN REPAIR TECHNICIAN

TO REMOVE 'DO NOT REMOVE' STICKERS

TO REPLACE **ANY & ALL**

CONSUMABLES OURSELVES

TO AVAILABLE, REASONABLY-PRICED SERVICE PARTS

TO NON-PROPRIETARY
FASTENERS

TO TROUBLESHOOTING
INSTRUCTIONS &
FLOWCHARTS

BECAUSE **REPAIR**

IS INDEPENDENCE
SAVES MONEY & RESOURCES

REQUIRES
CREATIVITY

MAKES CONSUMERS INTO
CONTRIBUTORS

INSPIRES
PRIDE IN OWNERSHIP



THE REPAIR REVOLUTION

Repair saves you money. It saves the environment.
And it connects us to our things. Ditch the throwaway economy.

Repair
is Freedom

Repair
creates Jobs

Repair
is Sustainable



REPAIR IS FREEDOM

You bought it, you should own it. Period. We're working on right to repair laws. Let's take back our right to use, modify, and repair however we want. Defend your right to fix.

Colorado Residents Find Thermostats Locked At 78 Degrees Due To 'Energy Emergency'

By Ben Zeisloft · Sep 1, 2022 DailyWire.com



So now what?

Preserve the rights of health freedom.

And that means understanding the role of technology and how we trade independence for convenience.

Thank you

Loren Israelsen

President, United Natural Products Alliance

loren@unpa.com