Editor’s Award for Industry Initiative of the Year

Name of the Initiative
Website

Please explain how this initiative has driven industry-wide change or provided other long lasting benefits to the industry *(300 word limit)*

Please provide evidence for the changes or benefits, including documentation, figures, or other proof that backs up the reasons for nomination. *(300 word limit)*

Please demonstrate how the initiative has positively impacted the public perception of dietary supplements. Please include evidence of consumer interest, mainstream media coverage, and any other accolades won *(300 word limit)*

What makes this initiative stand out from the crowd (including evidence to back up claims) *(300 word limit)*

Why should this initiative win this award? Please provide a succinct overview. *(300 word limit)*