



New Hope
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Supplement industry aligns around quality and transparency

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Despite the ongoing challenges and issues, partners and attendees alike were particularly excited about the possibility of collaborating to take these initiatives to new levels. For founding ITB partner Shaheen Majeed, president worldwide for Sabinsa Corp., the ITB program is particularly gratifying because it brings suppliers into the conversation. “If you don’t have ingredient suppliers in the mix you can’t have a conversation about sustainability.” Another big takeaway, he added, is about the importance of influencers. “We are hearing that influencers want to know everything about the product, so that is kind of incredible, because that will lead them back to companies like us.”