NIH Office of Dietary Supplements (ODS)
2024–2025 Seminar Series

Expert Roundtable: Approaches to Translating Natural Product Dietary Supplement Research to Improve Public Health

Do you have questions about approaches to the commercial development of natural product dietary supplements? Options, pros and cons, the types of evidence you might need for each?

Then please join us for this roundtable! Our panelists will share what they've learned over their careers working in different aspects of this process and answer your questions.
You may submit questions until Monday, June 2.

Wednesday, June 11, 2025 ● 11 a.m. – 12:30 p.m. ET

Registration is required to join the webinar.

Jeff Chen, M.D., MBA, is the cofounder and CEO of **Radicle Science**, a public benefit corporation that pioneered an award-winning approach for conducting large-scale, randomized, placebo-controlled trials to generate rigorous clinical evidence on the effectiveness of natural products with significantly improved speed, affordability, and real-world translatability. Dr. Chen previously founded and was Executive Director of the UCLA Center for Cannabis and Cannabinoid Research.

Freddie Ann Hoffman, M.D., heads **Heterogeneity LLC** (HG), a consultancy focused on the development of complex mixtures such as botanical ingredients. She trained at the National Cancer Institute where she held numerous positions as well as at the U.S. Food and Drug Administration (FDA). At FDA she initiated and chaired the working group that drafted the initial agency guidance on botanical drug development and was a member of the regulation-writing team for the FDA Dietary Supplement Health and Education Act Structure-Function Claims. She then served as senior director for New Technology Search and Development at Pfizer-Warner Lambert Consumer Healthcare. HG assisted the sponsors who achieved the first two FDA New Drug Application approvals for prescription botanical drugs on the U.S. market.

Hellen Oketch-Rabah, Ph.D., is the Deputy Director of the Office of Dietary Supplement Programs (ODSP) in the Office of Food Chemical Safety, Dietary Supplements & Innovation within the Human Foods Program at **FDA**. Prior to joining ODSP in 2023, she worked at U.S. Pharmacopeia, and before that, as the Principal Scientist at Herb Pharm, a dietary supplement manufacturing company. Dr. Oketch-Rabah earned her Ph.D. in pharmacognosy/medicinal chemistry from the Royal Danish School of Pharmacy (University of Copenhagen) working on Kenyan Medicinal Plants. She completed her postdoctoral work at the Lawrence Berkeley National Laboratory in California.

Amy L. Roe, Ph.D., DABT, FATS, is a Principal Toxicologist in Product Safety & Regulatory Affairs within the Personal Health Care Division at **Procter & Gamble**. Dr. Roe also serves in lead roles with the public-private partnership Botanical Safety Consortium and on U.S. Pharmacopeia expert committees for dietary supplements.

Moderated by ODS Staff

Adam J. Kuszak, Ph.D., directs the ODS Analytical Methods and Reference Materials Program which develops resources to help ensure chemical characterizations of dietary supplements and natural products are accurate and reliable.

Barbara C. Sorkin, Ph.D., co-directs the National Institutes of Health (NIH) Consortium Advancing Research on Botanicals and Other Natural Products) Program, a joint effort with the National Center for Complementary and Integrative Health and several other NIH Institutes, that supports research on safety, effectiveness, and mechanisms of action of botanical dietary supplements.

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Office of Dietary Supplements

Strengthening Knowledge and Understanding of Dietary Supplements