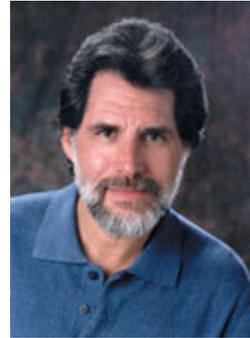




American Botanical Council

BIOGRAPHY OF MARK BLUMENTHAL



Mark Blumenthal is the Founder and Executive Director of the American Botanical Council (ABC); an independent, nonprofit organization dedicated to disseminating accurate, reliable, and responsible information on herbs and medicinal plants. He is the Editor/Publisher of *HerbalGram*, an international, peer-reviewed quarterly journal, the contents of which reflect the educational goals of ABC. For six years he was an Adjunct Associate Professor of Medicinal Chemistry at the University of Texas at Austin, College of Pharmacy, teaching a course on herbal products in today's pharmacy. Mark has served as Co-Founder and former Vice-President of the Herb Research Foundation (HRF) and President of the Herb Trade Association, the former organization that represented the interest of the herb industry in the 1970's. He was also a founding board member of the American Herbal Products Association (AHPA). Recently, his name appeared with some of the most prestigious names in the natural health movement when he was awarded Natural Health Magazine's Hall of Fame Award for "...opening America's eyes to the healing powers of herbs".

He is the senior editor of the English translation of *The Complete German Commission E Monographs-Therapeutic Guide to Herbal Medicines*, a rational system for evaluating the safety and efficacy of herbal medicines. This publication was ranked second of the medical books published in 1998. Mark is the senior editor of *The ABC Clinical Guide to Herbs*, a new reference work and continuing education module.

Mark has over 25 years experience with herbs, medicinal plants and natural products. He has appeared on over 400 radio or television shows, written over 500 articles for such publications as *Whole Foods*, *Health Food Business*, *Let's Live*, *Vegetarian Times*, and *Natural Health* (formerly *East West Journal*). He has written chapters for natural alternative medicine encyclopedias, and was an advisor for the World Health Organization (WHO) in its adaptation of the "Guidelines for the Assessment of Herbal Medicines."

Mark is a sought-after and frequent speaker and/or panelist at conferences, universities, and pharmaceutical, natural foods, botanical and agricultural associations. In addition, he has been a leader in the concerns for more rational regulations of herbal and natural product manufacturing, and education on alternative medicines.