

NOW's Testing of Dietary Supplements Sold on Amazon: A Journey of Discovery

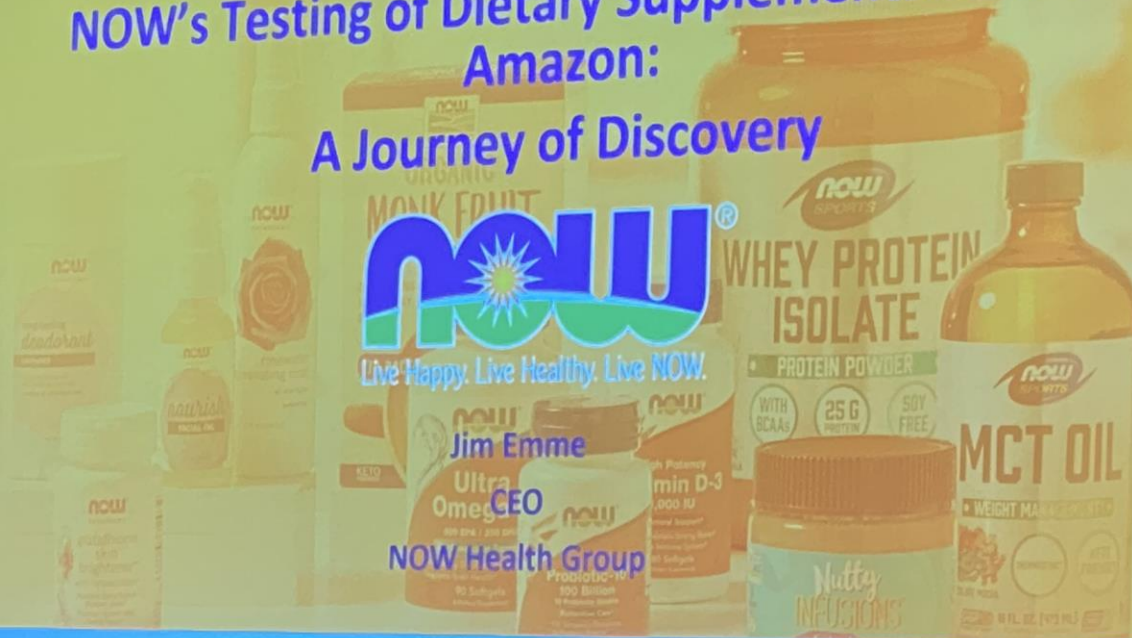


Live Happy. Live Healthy. Live NOW.

Jim Emme

CEO

NOW Health Group



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Why?

**We don't want vigilante brands
to retaliate against Now Foods
or VeriGMP or PureNSM**


10 Amazon Survey

Sample	Manufacturer	CoQ10 Claim	Result	Lot Number	Expir. Date
Δ1	X Brand	200 mg/sgel	186 mg/sgel	01181061	12/2021
Δ2		200 mg/cap	0.46 mg/cap	8100	06/2022
Δ3		200 mg/cap	193 mg/cap	3107191	08/2021
Δ4		400 mg/cap	11 mg/cap	10202	11/2022
Δ5		200 mg/cap	Not Detected	8100	06/2022
Δ6		200 mg/cap	16 mg/cap	11111905.1	01/2022
Δ7		400 mg/cap	219 mg/cap	11111904	11/2021
Δ8		200 mg/cap	8 mg/cap	25111913	01/2024
Δ9		200 mg/cap	Not Detected	1910052	12/2022
Δ10		600 mg/cap	514 mg/cap	091932	09/2022

Δ = potency claims not met or poor results


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SAMe Brands on Amazon

- The selected products were suspected to be low potency or in an unstable form.
- All samples were tested by a validated HPLC method for the determination of SAMe in dietary ingredients and finished products. Here are the details of the survey:

Test #	Manufacturer	Lot #	Expir. Date	Claim	Results Below 80%
ΔQC-40657		SE56279	22-Jan	500 mg/cap	41 mg/cap
ΔQC-40658		1012005	24-Jan	250 mg/cap	103 mg/cap
ΔQC-40661		NA	22-Sep	400 mg/cap	190 mg/cap
ΔQC-40662		10228	22-Sep	500 mg/cap	59 mg/cap
ΔQC-40663		20028	23-Jan	500 mg/cap	48 mg/cap
ΔQC-40664		116-260	22-Jun	500 mg/cap	108 mg/cap
ΔQC-40665		16012004	22-Jan	250 mg/cap	130 mg/cap
ΔQC-40666		NA	21-Pxct	300 mg/cap	Not Detected
ΔQC-40667		31121906	24-Jan	200 mg/cap	106 mg/cap
ΔQC-40659		709843	24-dEC	200 mg/cap	Not Detected

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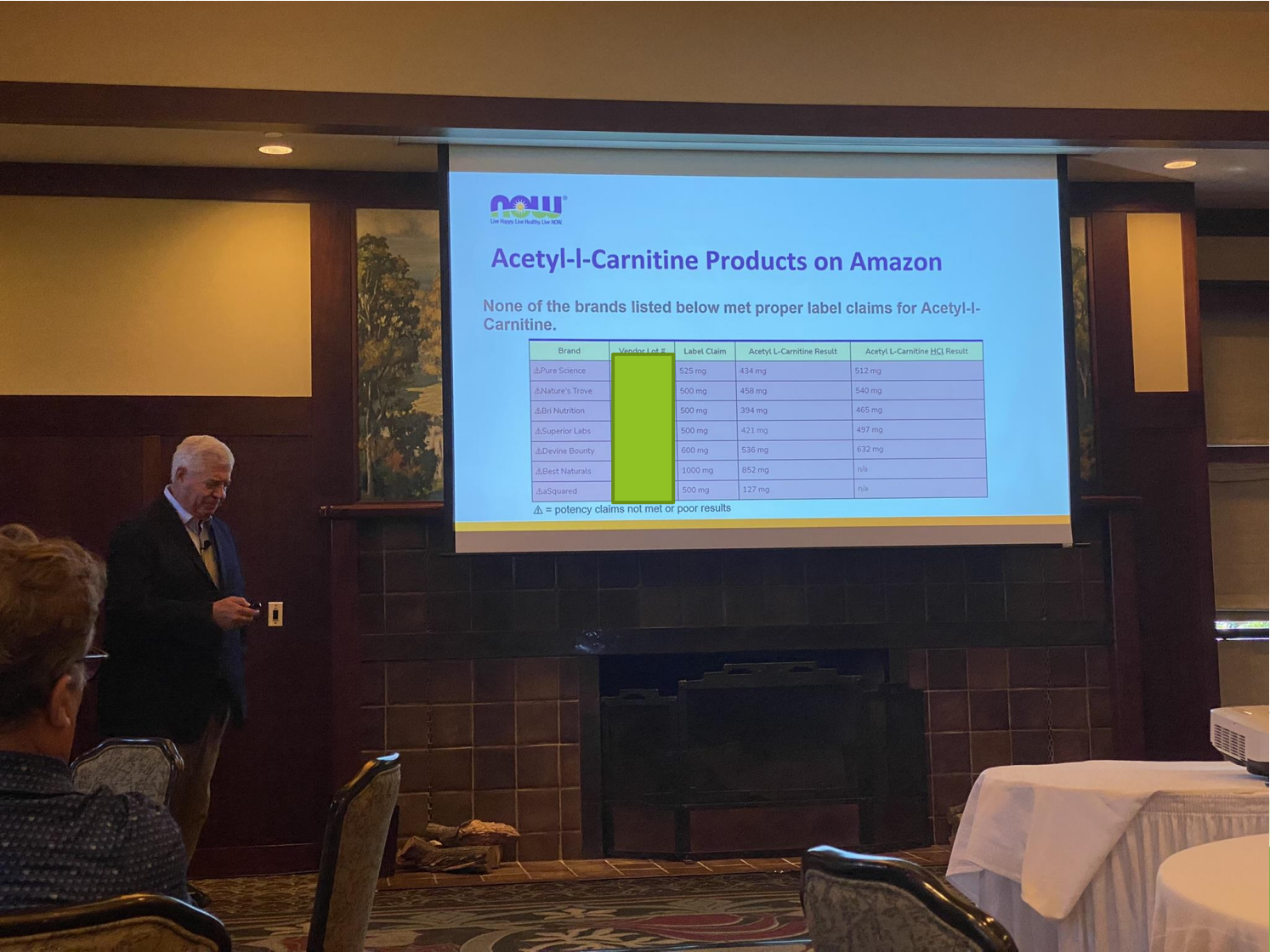
Acetyl-L-Carnitine Products on Amazon

- NOW also tested seven unknown brands of Acetyl-L-Carnitine from Amazon.
- More reputable brands labeled Acetyl-L-Carnitine properly, as Acetyl-L-Carnitine (from Acetyl-L-Carnitine HCl).
- Almost all small brands label their product incorrectly in order to get the 500 mg label claim.



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Phosphatidyl Serine

Following NOW's report earlier on
CoQ10, Acetyl-L-Carnitine and SAME
supplements with alarming quality
and labeling problems sold on
Amazon, NOW has identified similar
serious failings in the Phosphatidyl
Serine product group.

Brand Phosphatidyl Serine on Amazon	Count	Lot #	Expir. Date	Label Claim per cap	Results per cap	Lab Test	% Label Claim
NOW Foods	60 Vcaps	3138361	12/2021	100 mg	104.4 mg	NOW	104%
NOW Foods	120 Vcaps	3146319	02/2022	100 mg	100.8 mg	NOW	100%
NOW Foods	120 Vcaps	3146319	02/2022	100 mg	108 mg	Eurofins	108%
	120 Vcaps	AS101918-1	10/2021	520 mg	2 mg	NOW	<2%
	120 Vcaps	AS101918-1	10/2021	520 mg	5.2 mg	NOW	<2%
	120 Vcaps	AS101918-1	10/2021	520 mg	5.8 mg	Eurofins	<2%
	100 Caps	5121926	03/2024	167 mg	12.7 mg	NOW	8%
	100 Caps	27012004	03/2024	167 mg	57 mg	Eurofins	34%
	120 Caps	1912697	01/2023	150 mg	87.4 mg	NOW	45%
	120 Caps	1912697	01/2023	150 mg	48.1 mg	NOW	32%
	120 Caps	1912697	01/2023	150 mg	24.3 mg	Eurofins	16%
	120 Vcaps	P856510	01/2023	150 mg	zero	NOW	<2%
	120 Vcaps	P856510	01/2023	150 mg	zero	NOW	<2%
	120 Vcaps	P856510	01/2023	150 mg	1.7 mg	Eurofins	<2%
	200 Caps	11919	08/2021	250 mg/50 mg	31.5 mg	NOW	13%
	60 Caps	1019010	10/2021	100 mg/20%	58.8 mg	NOW	59%
	60 Caps	1019010	10/2021	100 mg/20%	17.9 mg	Eurofins	18%

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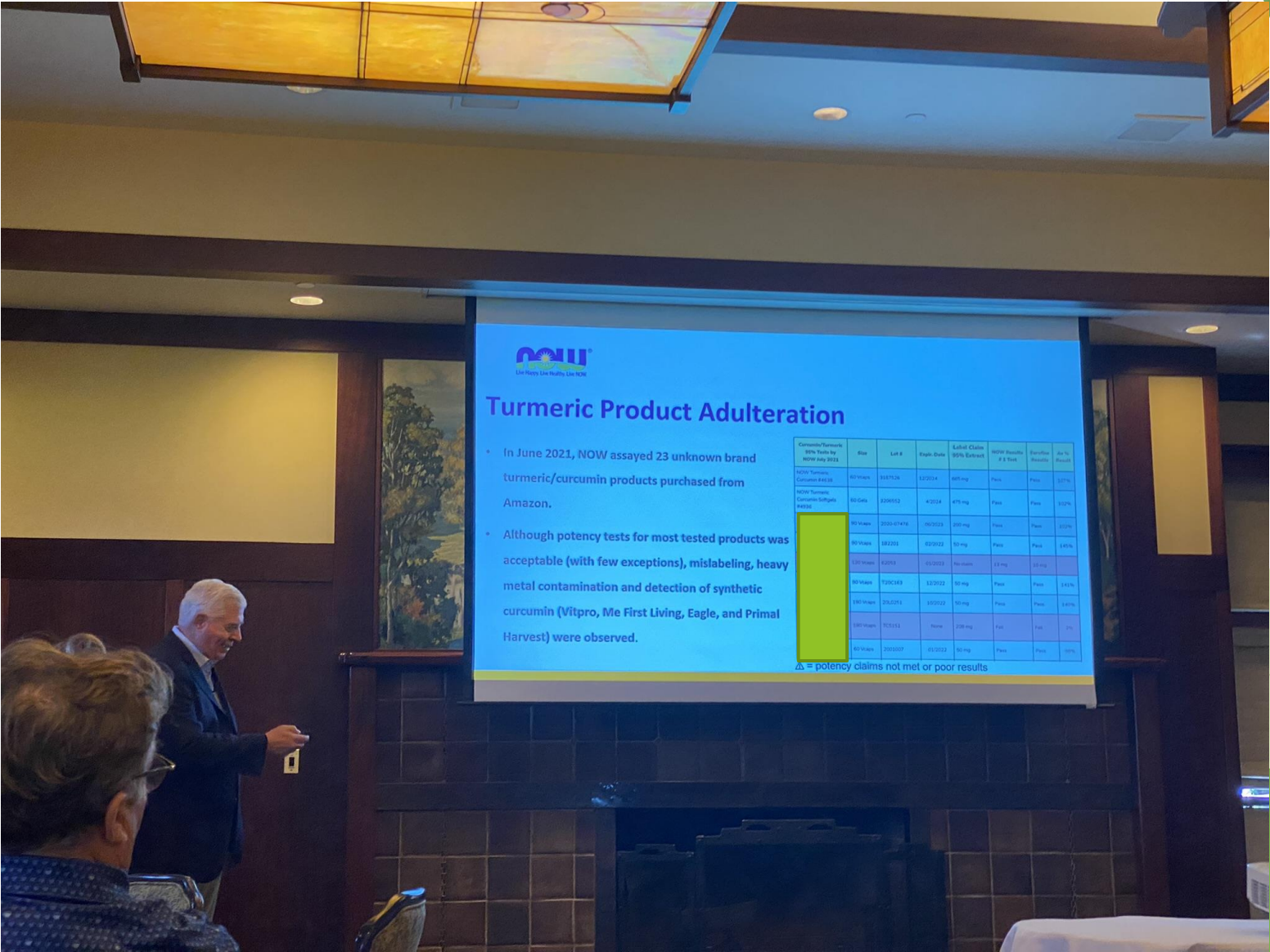
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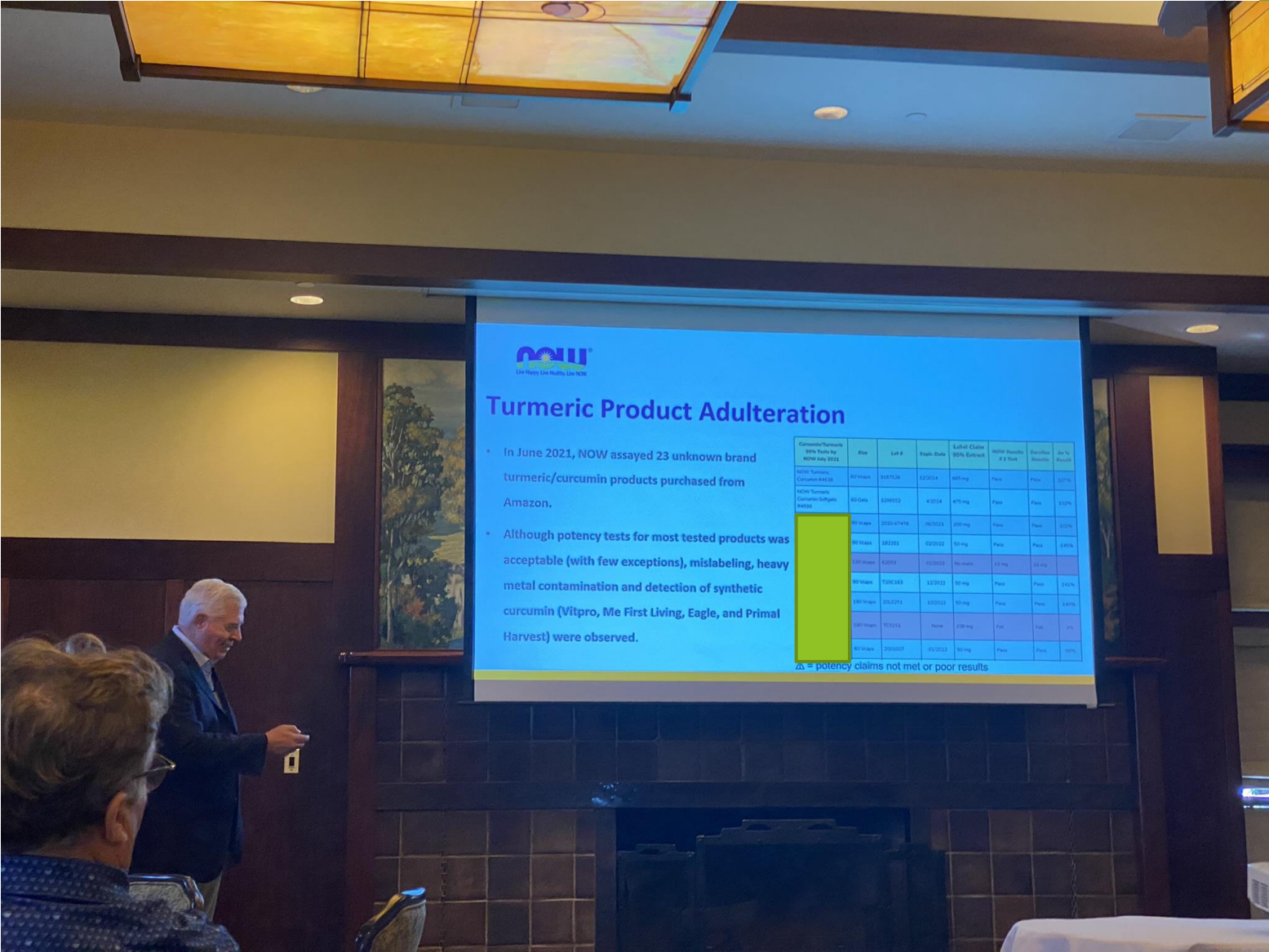
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The Issue Remains: CoQ10

- NOW re-examined eight brands of CoQ10 identified as low potency in 2020 and found the same issues remain for seven out of eight brands tested.
- Additionally, those brands misrepresent product through deceptive labeling.

NOW Re-Testing for CoQ10 Amazon Brands April 2022		Size	Lot #	Label Claim/Cap	NOW Results	Eurofins Results	Av % Result
Δ	[Redacted]	100 Vcaps	30465	400 mg/6%	20 mg	23.6 mg	Mislabel
		200 Vcaps	30620	400 mg/6%	23 mg	23.3 mg	Mislabel
		200 Vcaps	30811A	200 mg/6%	9 mg	10.9 mg	Mislabel
		200 Vcaps	30442	200 mg/6%	11 mg	12.4 mg	Mislabel
		200 Vcaps	30662	200 mg	11 mg	12.1 mg	6%
N	[Redacted]	120 Vcaps	CQ210710	200 mg	199 mg	198 mg	99%
Δ		60 Vcaps	30520	400 mg	21 mg	21.8 mg	5%
Δ		120 Vcaps	CQ60050	200 mg	54 mg	53.4 mg	27%

**Could a public GMP
Certification program
be a good thing for
consumers?**

**I think the answer is
yes!**





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