

Press Release

Oskar Thorvaldsson

PureNSM Group

January 2023

Chain of Deceit in the Supplement Industry - Insider Whistleblower

- ▶ **How to Fix the Problems**
- ▶ **How Amazon Can Help**
- ▶ **VeriGMP to the Rescue!!!**

Press Release From:

Oskar Thorvaldsson

PureNSM Group

January 2023



Oskar Thorvaldsson, CEO
PureNSM Group



Bernard Jensen's



Chain of Deceit!

- A. Raw Material Suppliers Fool CMOs
- B. CMOs Fool Brands
- C. Brands Fool Sellers (including Amazon sellers)
- D. Sellers Fool Consumers

Sellers, Amazon, Brands and CMOs:

- Rely on **cherry-picked samples**
- Rely on **falsified, altered, COAs**
- Rely on **misrepresented GMP certifications**
- Rely on **PDFs instead of verifiable links**

Consumers are confused about supplements

- They can't rely on **GMP icons** from manufacturers
- They can't rely on **reviews**
- They frequently **fall victims to fraud**

CMO: Contract Manufacturing Organization

COA: Certificate of Analysis

GMP: Good Manufacturing Practice

PDF: An easily editable electronic document that can't be trusted

One-Third of Americans say they believe supplements are tested by the FDA

FDA does not test supplements! Supplement makers can be categorized into four groups*:



And/Or



1. Highest quality (20%)

GMP certified for >3 years by NSF and/or UL

2. Medium quality (10%)

GMP certified for < 3 years

3. Low quality (30%) – No GMP Cert

Unqualified factories, cutting corners, resulting in adulterated supplements, limited QA

4. Worst quality (40%) – No GMP Cert

Lawless enterprises, falsifying records. Intentionally making fake supplements

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Stark Reality!

- The good people at Now Foods became suspicious when Amazon Sellers sold products under cost of raw materials
- They conducted potency tests
- Their findings are devastating
- Look at CoQ10...

Potency Test results for **CoQ10** Sold on Amazon

11 Products Tested! 4 Tested Twice (2020 and 2022)

2020 Test Results				2022 Re-Testing Results				
Brand	Claim	Result	% of Claim	Brand	Claim	Result 1	Result 2	% of Claim
Violator 1	200 mg/cap	Not Detected	0%	Not found on Amazon April 2022				
Violator 2	200 mg/cap	Not Detected	0%	Violator 2	200 mg	11 mg	12.4 mg	6.00%
Violator 3	200 mg/cap	0.46 mg/cap	<1%	Violator 3	200 mg	11 mg	12.1 mg	6.00%
Violator 4	400 mg/cap	11 mg/cap	3.00%	Violator 4	400 mg	20 mg	23.6 mg	11.80%
Violator 5	200 mg/cap	8 mg/cap	4.00%	Violator 5	200 mg	54 mg	53.4 mg	27%
Violator 6	200 mg/cap	16 mg/cap	8.00%	Not found on Amazon April 2022				
Violator 7	400 mg/cap	219 mg/cap	54.75%	Not found on Amazon April 2022				

Amazon Allowed New Brands to Defraud the American Public in 2022

Brand	Claim	Result	AV % Result	Brand	Claim	Result 1	Result 2	% of Claim
Violator 8	Brand not on Amazon in 2020			Violator 8	400 mg	23 mg	23.3 mg	6.00%
Violator 9	Brand not on Amazon in 2020			Violator 9	200 mg	9 mg	10.9 mg	5.00%
Product 10	Brand not on Amazon in 2020			Product 10	200 mg	199 mg	198 mg	99%
Violator 11	Brand not on Amazon in 2020			Violator 11	400 mg	21 mg	21.8 mg	6%

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10 Brands Tested in 2020

8 Brands Tested in 2021-22

- ▶ No brand met label claims
- ▶ Two brands had no actives found
- ▶ One brand had less than 1%
- ▶ Most had 6% or LESS!

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More Bad News!

- ▶ SAME, Carnitine, Phosphatidyl Serine, Turmeric also adulterated
- ▶ Incorrect **identity** of nutrients was also a problem on Amazon
- ▶ See Now Foods presentation below for details

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What's next?

- No brand will publicly complain about this because **vigilante brands will retaliate with fake negative reviews!** Now Foods learned this the hard way!
- Industry associations have taken this work over and will pass findings over to major universities to conduct further research and report findings about supplements on Amazon to major media outlets.



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How Amazon is Fighting Fake COAs and “Drylabbing”! *

- ▶ Amazon now has a direct link to back end of major 3rd party laboratories so they can check for the following:
- ▶ Has the COA been altered or made up entirely?
- ▶ Did lab use incorrect analytical methods?

What this back-door check cannot check is if the Non-GMP Certified Manufacturer (who will lose \$\$\$ if test fails) submitted a true sample!

* The term “dry lab” is used by chemists to describe fraudulent experiments -- one in which no actual chemistry is done (hence the word "dry").

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Why Checking COAs From Non-GMP Certified CMOs is Not Enough!



- ▶ **Without a certified lab selecting finished good samples to test, COA can't be trusted**
- ▶ Non-GMP Certified CMOs are never audited – you can't trust them to submit correct samples
- ▶ They could simply send samples from a known quality manufacturer.
- ▶ **If the Supplement Manufacturer is not GMP Certified GMP then they should not be trusted to pick their own samples!!!**

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30.9% of Reviews are Fraudulent

A new report from Fakespot, developer of AI technology that helps users identify problematic online reviews and sellers, shows that 30.9% of analyzed online customer reviews in 2020 were deemed fraudulent across Fakespot-supported marketplaces – Amazon, Walmart.com, more.

- Fakespot, developer of AI technology

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Quality Icons are Meaningless!!

- ▶ You frequently see all sorts of icons on supplements designed to put you at ease.
- ▶ Those icons are strictly advertising!
- ▶ They are used by bad actors and good brands alike
- ▶ They are misleading!



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Consumers Want Sellers to Ensure Quality!



- ▶ 71% of consumers thought **RETAILERS** should be responsible for the safety and accuracy of supplements
- ▶ 76% of the consumers also claimed that a quality mark from UL would influence their buying decisions

(The Pew Charitable Trust)

▶ Here is another survey!

Now that Amazon sells 77% of all online supplements should they be responsible for safety and accuracy of the products sold on their platform?

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VeriGMP Petitioning Amazon to rank sellers higher if they can provide **Verification of GMP Status**

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The Reason for “GMP washing”

- ▶ Even if a quality brand manufactures with a factory that is certified by NSF or UL – the brand will not be able to use the NSF or UL icons on their products or website!



- ▶ It would cost the brand from \$5,000 to \$25,000 per lot - More than cost to manufacture in many cases

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Amazon Owns 77% of All Online Supplement Sales

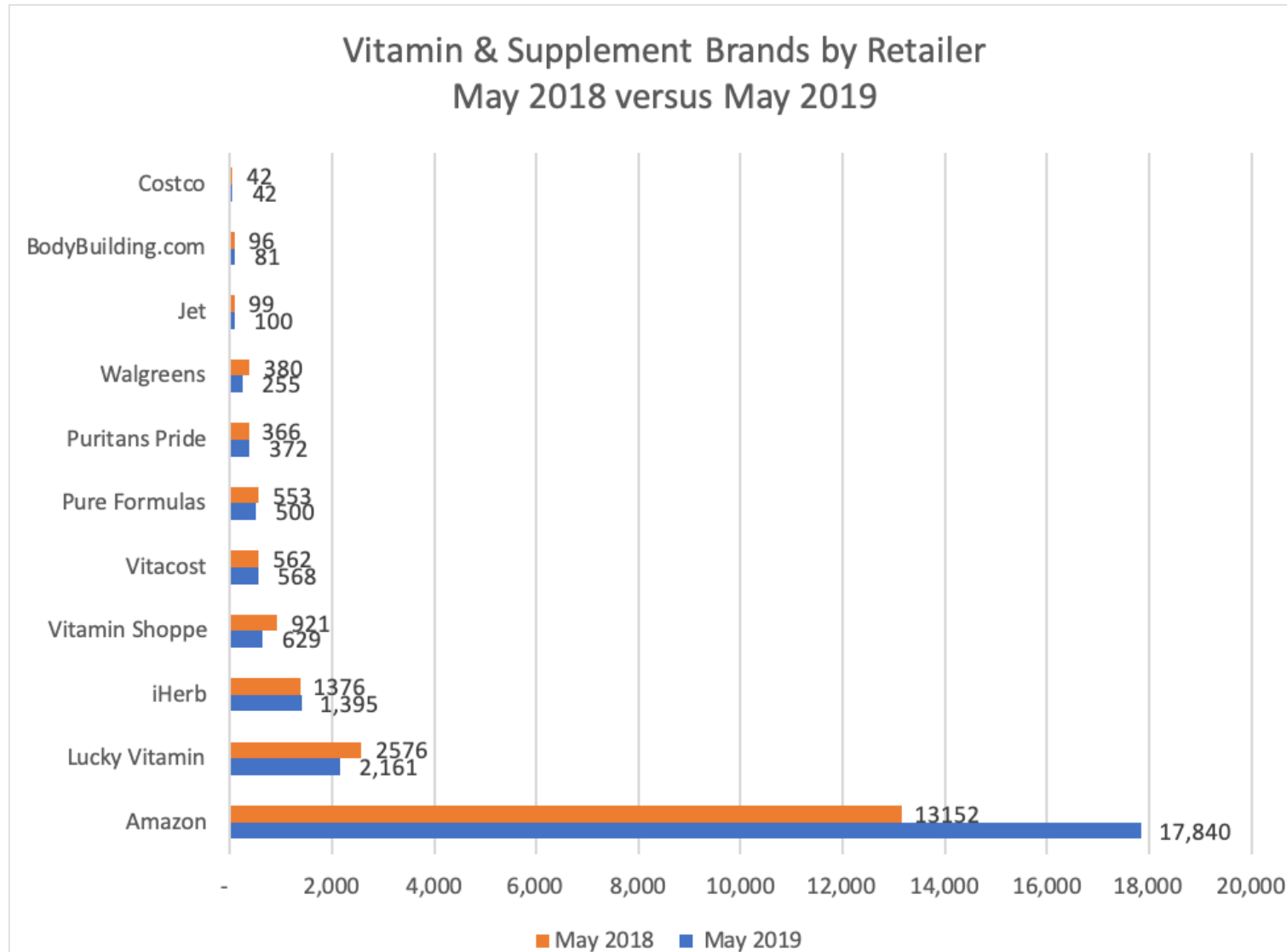
- ▶ Amazon is customer centric!
- ▶ It's not to Amazon interest to sell adulterated supplements
- ▶ They want quality!

BEST SOLUTION for AMAZON:

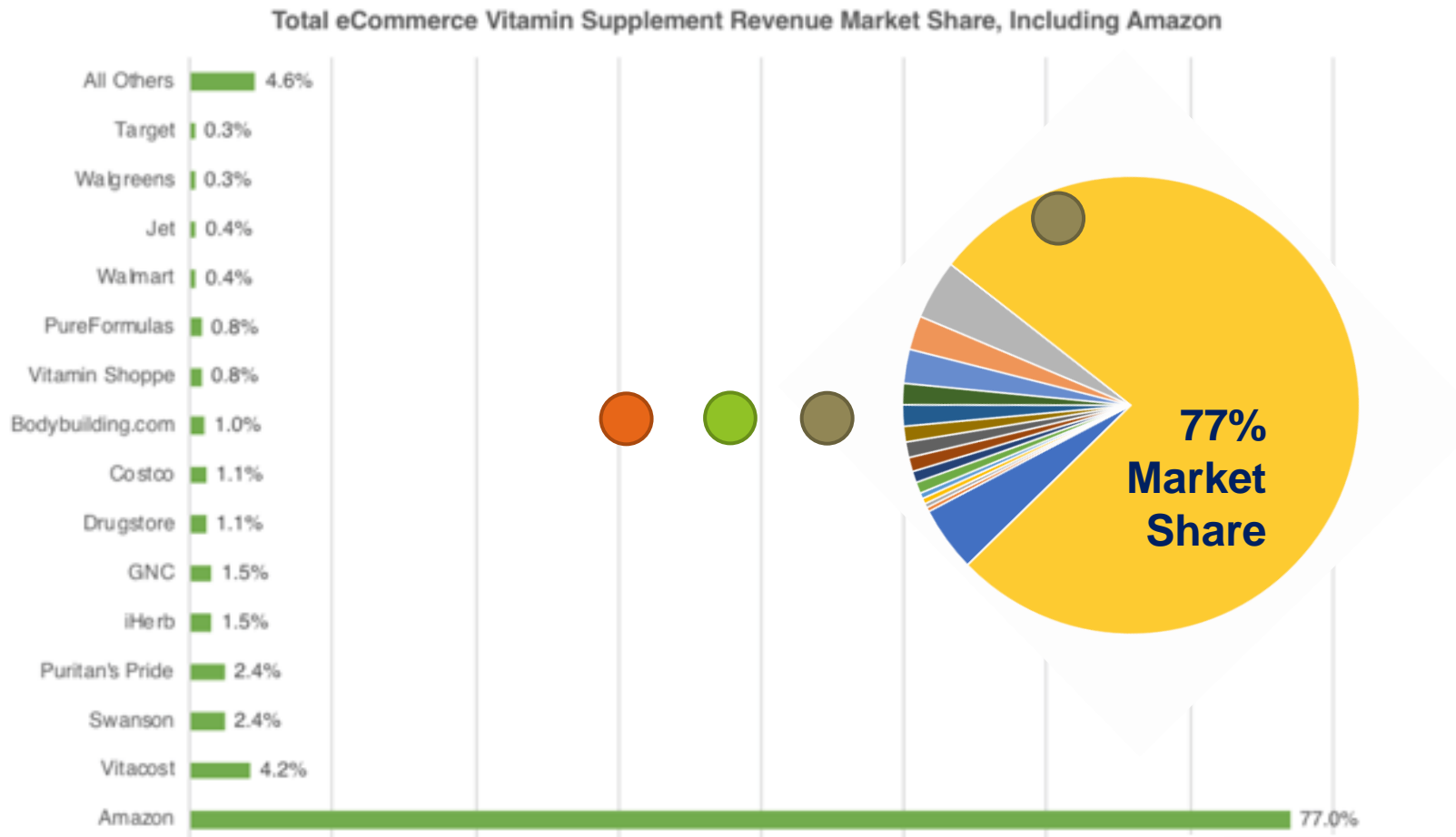
Rank GMP supplements higher
(if proven to be made in GMP certified factories)

Put GMP on top over and above unverified GMP
Supplements

How Many of Amazon's 18,000 SKUs are Adulterated? Fake?



Amazon: Please rank supplements made by GMP certified manufacturers higher!



NSF Enables Confusion Brand Owners Get Conned!

PDFs of NSF certifications for Manufacturers, Warehouses and Distributors look the same

Resulting in factories holding a warehouse certification but falsely claiming manufacturing GMP certifications

You need to check online...

Case in point: Never rely on PDFs!!!

The screenshot shows the NSF logo in the top right corner. Below it, a search bar contains the text "Search Certified Products and Systems" with a search icon. A red arrow points from the text "CLICK HERE" to the search bar. Below the search bar, the text "SEARCH FOR YOUR MANUFACTURER" is displayed. The search results for "Nutritional Supplement Manufacturers, Inc." are shown, including the address: "1055 Bay Boulevard, Suite D, Chula Vista, CA 91911, United States, 619-409-9077". A red arrow points from the text "LOOK FOR THIS!" to the address. To the right of the address, the text "Manufacturing Facility - NOT - Warehouse Facility" is displayed, with "NOT" in red and "Warehouse Facility" in bold red.

1. GO TO NSF.ORG
2. CLICK HERE
3. SEARCH FOR YOUR MANUFACTURER

NSF

Search Certified Products and Systems

Nutritional Supplement Manufacturers, Inc.

1055 Bay Boulevard
Suite D
Chula Vista, CA 91911
United States
619-409-9077
[Visit this company's website](#)

Manufacturing Facility
- NOT -
Warehouse Facility

Manufacturing Facility
Nutritional Supplement Manufacturers, Inc.
1055 Bay Boulevard
Suite D
Chula Vista, CA 91911

It's In Your Hands, Amazon!

You own 77% of online sales and it's NOW up to you to show leadership on quality. It's what your customers expect! Stop dragging the Amazon name through the mud by promoting supplements from substandard sellers.

Until Amazon Ranks GMP Certified Supplements Higher - Consumers Will be Continue to be Shafted!

Because of human behavior, it's almost IMPOSSIBLE to make **reliable quality** supplements in a Non-GMP Certified manufacturing facility.

Finally, the buy box should not be given to sellers without GMP Certifications if a qualified seller is available!

Who knows where those supplements are stored before being shipped to Amazon or directly to consumers. In rat-infested sheds, garages? ... or among pets? No one knows!

Why is GMP Certification Essential?

Do you boil your tablets before you eat them? No! Supplements are consumed raw. Therefore, extreme care must be paid to sourcing, hygiene (including pest control) and microbiological testing.

People consume supplements for a reason and expect certain benefits - rightfully so. However, without systematic identity, potency and purity tests those effects cannot be guaranteed!

Potency testing must take place on many stages in the manufacturing process, including sourcing, blending and finished goods.

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VeriGMP suggests a Solution to the Supplement Industry's
Largest Problem

Verifiable and Instant Communication of Quality





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- ▶ **Over 100 Years of Combined Industry Experience**
- ▶ **Manufacturing and Laboratory**

- ▶ Oskar Thorvaldsson, CEO
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Its all about reliable and immediate communication of quality and purity!



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Thank you!

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Thank you!



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