

CHOOSE A QUALITY SUPPLEMENT

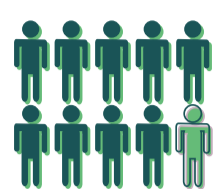


Over 20,000 visits to emergency rooms

annually are tied to adverse events related to dietary supplements.

The USP Verified Mark offers quality assurance.

When you see it, you know you can have peace of mind that what's on the label is what's in the bottle.



9/10 Americans have some form of nutritional deficiency.



8/10 physicians recommend supplements to their patients.



2/3 of all Americans take supplements today, many on the advice of health professionals.



85% of seniors 65+ use supplements.



7/10 moms would give children immunity supplements.



4/10 millennials have tried a specialized eating regimen (e.g. vegetarian or gluten- or dairy-free).



Dietary supplements are a key component of many Americans' wellness routines.



Folic acid is recommended for women who are pregnant or who wish to become pregnant.

BUYERS NEED TO BE VIGILANT WHEN CHOOSING DIETARY SUPPLEMENTS. **KEEP IN MIND THE 4 P'S OF QUALITY:**



POSITIVE IDENTITY



POTENCY



PURITY



PERFORMANCE

POSITIVE IDENTITY



Is the product you're buying actually what it says it is?



The USP Verified Mark signifies that a product has passed rigorous testing and auditing criteria.

Are the ingredients present in the right amount? Many dietary supplements on the market contain too much, too little, or none of the listed ingredients.

TOO MUCH



= HARMFUL TO HEALTH



= NO EFFECT TO HEALTH

TOO LITTLE

Children's dietary supplements **MUST** contain the right potency.



Small bodies can easily be affected by too much of a particular ingredient.



POTENCY



POTENCY

PURITY

What else could your supplement contain?

Examples of unwanted ingredients include heavy metals, pesticides, mold, or even active pharmaceutical ingredients.



Some unnecessary or unwanted ingredients can have negative health effects.



The USP Verified Mark ensures that your product does not contain harmful levels of specified contaminants.

PERFORMANCE



Will the product break down so your body can absorb the ingredients? If it does not dissolve, it is likely to pass right through your system without any effect on your health.



The USP Verified Mark ensures that the product will break down and release into the body within a specified amount of time.

PERFORMANCE



The USP Verified Mark makes quality visible. For more information, visit www.quality-supplements.org.

SOURCES:

- <https://ods.od.nih.gov/factsheets/MVMS-HealthProfessional/>
- <http://www.crnusa.org/CRNconsumersurvey/2015/>
- <http://www.usp.org/usp-verification-services/usp-verified-dietary-supplements>
- <http://www.usp.org/verification-services/usp-verified-mark>
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- http://www.nutraceuticalsworld.com/issues/2015-09/view_features/repositioning-nutraceutical-products-for-growth-markets#

