

Retail Certification Programs: What Every Retailer Must Know

As a retailer, you want assurance that the dietary supplements on your shelves are safe and unadulterated. We want that, too.

However, when individual retailers develop their own unique standards, the results can be unnecessary increased expenses, supply disruption, and burdens on manufacturers. Even worse, we confuse consumers and add to the cost of their trusted dietary supplements.



Here's what retailers need to know:

1. Duplicative or inconsistent product quality requirements increase expense and burdens on manufacturers and limit entrance to the industry.

Redundancies in retailer-imposed quality programs introduce costs that will eventually be passed along to your customers, reducing access to affordable supplements. Let's determine a harmonized standard that all retailers can agree on—and manufacturers can satisfy all at once.

2. Quality is built into a product from the ground up.

Reputable manufacturers already adhere to numerous regulatory requirements including FDA good manufacturing practices (GMPs) and ingredient safety standards. Retailers should confirm a manufacturer's quality system rather than simply test a finished product after the fact, often by a lab inexperienced in the manufacturer's formulation and ingredients.

3. Lab testing should be performed by *qualified laboratories* using the *right tests*, not just by any third-party lab or any "off-the-shelf" testing method.

Typically, a manufacturer's in-house or partner laboratories are the most experienced and most capable at testing the company's formulations and ingredients. If you don't include the manufacturer in the testing conversation, you may not find what you are looking for.

Together, retailers and manufacturers can make quality and safety the price of entry into the retail supplement marketplace—without adding huge costs, time, and burden to the responsible dietary supplement industry.

Here's what you should do next:

- 1 WATCH ON DEMAND:**
"Retailer Standards and Certification Programs for Dietary Supplements"



- 2 TELL** the Global Retailer Manufacturing Alliance you want to harmonize retailer testing standards. Contact Allyn Shultis, Executive Director: ashultis@grmalliance.org

 **Council for Responsible Nutrition**
The Science Behind the Supplements