

Build trust in your supplements with the USP Verified Mark

25 YEARS AGO, Congress created the Dietary Supplement Health and Education Act (DSHEA) to **regulate dietary supplements**

Since then, the industry has grown from:

1994 **\$4 billion, 4,000 products**

2019 **\$40 billion, 50,000 different products**

2026 **\$216.3 billion anticipated**

How can you set yourself apart in this crowded marketplace?

Trust in quality

Product quality is the leading buying consideration for consumers

✗ **But, only 17% of dietary supplements use a USP public quality standard, if any standard at all**

When it comes to dietary supplements, **consumers value independent third-party oversight** because it:

Is independent, meaning free from bias

Shows a commitment to transparency and social responsibility

Ensures quality of ingredients and manufacturing processes



If it's USP Verified, consumers can trust the quality of your supplements

The USP Dietary Supplement Verification Program builds trust in the quality of supplement products by:



- 1 Auditing** of manufacturing sites for GMP (Good Manufacturing Practices) compliance
- 2 Reviewing** quality control and manufacturing product documentation
- 3 Testing** of product samples in laboratories
- 4 Monitoring** annually with GMP audits, product reports, and product testing

If it's USP Verified, consumers can trust what is on the label is what is in the bottle



Positive Identification
The product is what it says it is



Potency
The product's ingredients are present in the right amount, not too much nor too little



Performance
The product will break down in the body and be absorbed as intended



Purity
The product does not contain harmful levels of contaminants

▶ **200 years of building trust** in medicines, supplements, and foods by setting standards that help ensure **quality and safety**

▶ **100+** dietary supplement formulas with the **USP Verified Mark** making quality visible on **880 million+ labels**

Learn more at www.usp.org/dsvp



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