PRIVATE LABEL PRODUCT CERTIFICATION
FOR DIETARY SUPPLEMENTS

Grow your business by offering NSF certification on the private label products you produce!

A publication by
NSF INTERNATIONAL

NSF INTERNATIONAL'S PRIVATE LABEL PRODUCT CERTIFICATION PROGRAM

There's never been a better time for dietary supplement manufacturers to certify their products with NSF International. That's because with no additional testing, NSF makes it easy for you, the private label manufacturer, to share your NSF product certification with current or potential customers.

For brand owners who take advantage of this program using your private label product certification, there are two options for listing on the NSF website:

OPTION A OWNED LISTING	An owned listing gives the brand owner the ability to leverage the manufacturer's product certification as their own, complete with their own listing on **nsf.org**.
OPTION B SHARED LISTING	A shared listing gives the brand owner the ability to leverage the manufacturer's product certification, with the acknowledgment of the manufacturer on the label.

While offering many similar benefits, the two programs differ in some key areas.

BENEFITS

With NSF's private label product certification program, manufacturers can leverage their NSF product to attract new customers and grow current relationships by offering the NSF Contents Certified mark for their product labels.

NSF product certification comes with many other benefits as well, including:

- Ensuring ingredients are processed to FDA's 21 CFR Part 111 and products are produced in a GMP compliant facility
- Reducing costs by decreasing the number of customer audits conducted at your facility, which frees up the time of your quality staff and increases productivity
- Prequalifying your company to new business
- Gaining assurance that your products do not contain unacceptable levels of contaminants, such as heavy metals, microbiological contaminants, pesticides, herbicides and mycotoxins
- Demonstrating dedication to quality and differentiating your company from the competition
- Verifying the validity of label claims by an accredited third party
- Receiving a dedicated project manager to help facilitate the process

HOW THE TWO PRIVATE LABEL PRODUCT CERTIFICATION OPTIONS WORK

Process	OPTION A	OPTION B
The product must pass an independent review by an NSF technical representative, which includes marketing claims, website copy, etc., to ensure compliance with NSF's program policies.*	✓	✓
The brand owner's product requires an identical facts panel and ingredients statement to the manufacturer's product.	✓	✓
The billing for testing, modifications and additions is issued to the manufacturer.	✓	✓
There is a separate fee for listing the brand owner's product, which can be issued to either the manufacturer or the brand owner.	✓	✗
A signed NSF contract is required for each new brand owner prior to initiation of the certification process.	✓	✗
Ultimate responsibility of NSF mark compliance end use must be met by both the manufacturer and the brand owner, per NSF's general policies.	✓	✓
A revision and professional services fee will accompany any request to revise a trade name.	✓	✓
There is approximately a three-week turnaround time from application to certification, provided that certification requirements have already been satisfied.	✓	✓
The product(s) seeking certification will be listed under the brand owner's listing (**option A**).	✓	✗
The product(s) seeking certification will be listed under the base manufacturer's listing (**option B**).	✗	✓
There are additional labeling or marketing requirements outside of the normal requirements, including traceability back to the original manufacturer.	✗	✓
Products are eligible for Certified for Sport®, provided all requirements for product certification and Certified for Sport® are met.	✓	✓
The NSF certification mark is required on all certified products.	✓	✓
All the manufacturing must be done at your own facility location. No subcontracting subparts is allowed for either program.	✓	✓

** Please see NSF program policy documents for full descriptions, as provided by NSF's business development team.*

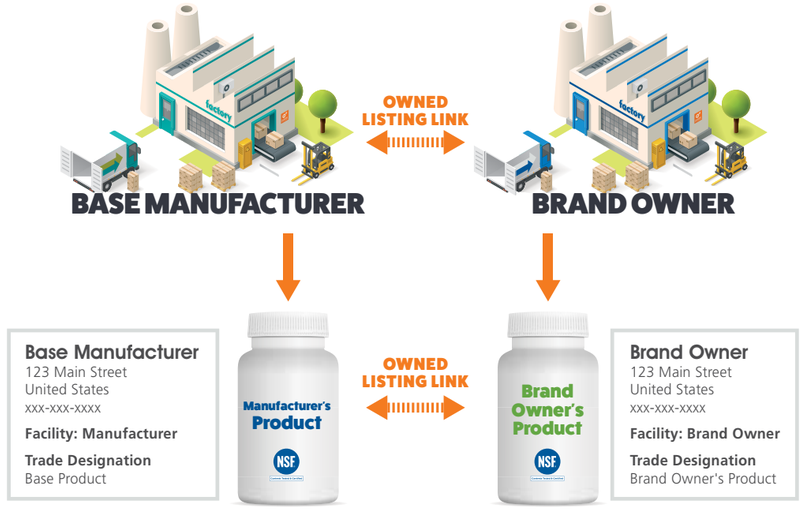
APPEARING IN NSF'S ONLINE LISTINGS

Below are examples of how the two different program options appear in the official product listings on **nsf.org**.

OPTION A
Owned Listing Structure

For clients choosing the owned listing option, the base manufacturer and the brand owner have separate listings.

The brand owner pays an NSF annual listing fee, resulting in a mirrored, independent listing.

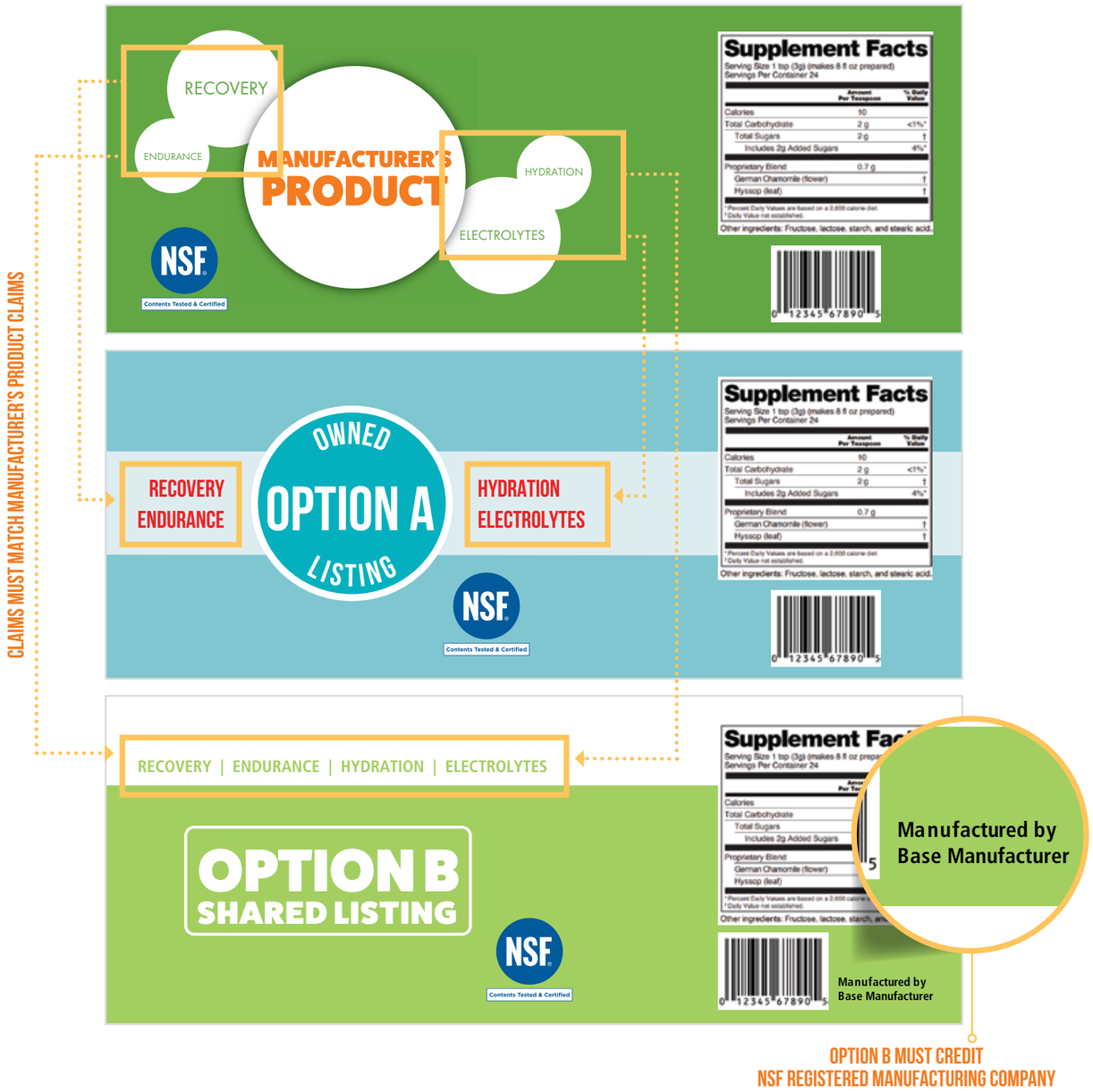


OPTION B
Shared Listing Structure

For clients choosing the shared listing option, the brand owner's product is listed under the base manufacturer's listing.

MEETING THE LABEL REQUIREMENT

Below are examples of the consistencies that the labels for option A and B products must exhibit compared with the manufacturer's product label. The facts panels must be identical, and labels can only make claims that were also made on the manufacturer's product label. The option B product label must also include a credit to the manufacturer.



WHAT YOU NEED TO GET STARTED

Manufacturer

- [ ] Signed terms & conditions form
- [ ] Client information form (AESOP 11765)
- [ ] NSF GMP registration
- [ ] Product information form (AESOP 6930)
- [ ] Signed affidavits
- [ ] Product formulation
- [ ] COAs for all raw materials or ingredient specs
- [ ] Label for each package size and country of sale for NSF review
- [ ] Manufacturer agreement with brand owners to comply with NSF policies and terms & conditions *(do not need to disclose to NSF)*

Option A OWNED LISTING

- [ ] Application form (AESOP 2745)
- [ ] Signed terms & conditions form (AESOP 2752)
- [ ] Label with NSF mark matching manufacturer's product label

Option B SHARED LISTING

- [ ] Label with NSF mark matching manufacturer's product label

LET'S BREAK DOWN THE PROCESS

Below, we detail the steps required for new NSF product certification to NSF/ANSI 173 (dietary supplements) or NSF 229 (functional foods), and NSF 306 (Certified for Sport®).

Note that turnaround times for each project are dependent upon prompt response from your team throughout the process.

STEP 1 Quoting ~1 WEEK

Submit labels to an NSF business development representative for initial review. NSF then provides a cost estimate and terms & conditions contract that will need to be signed in order to begin the certification process.

STEP 2 Application Review ~3-5 DAYS

A member of NSF's technical team conducts a thorough review of the company applying for certification to assess if it meets the basic program requirements for certification. This review includes:

> Assessment of opportunities to bracket multiple product families or flavors into single testing

> Review of products and company website against applicable program policy requirements:

- Brand owner is clear of unresolved legal or regulatory action, including FDA warning letters (public closeout available).
- Brand owner has no products listed on the USADA Supplement 411 High Risk Dietary Supplement list **www.supplement411.org/hrl/**.
- The dietary supplement manufacturer is properly registered with the FDA.
- The company has a legally compliant website. Factors evaluated include:
  - The company makes no prohibited health and disease claims about any supplement products sold there (do not have to be NSF certified).
  - The company does not imply health claim or disease uses for supplements by way of any of the following:
    - Linked references
    - Published customer testimonials
    - Blogs
    - Product descriptions or names
    - Social media pages
    - Other marketing or website claims
- The brand marketing is consistent with NSF's core mission of public health:
  - The products submitted for certification are not prohibited by NSF. See Annex B of the NSF Certification Policies for more info.
  - The company does not primarily sell products in the below categories:
    - Testosterone support
    - Thermogenic
    - Hangover remedy
    - Sexual health/function or dysfunction
    - Smoking cessation
    - Aromatase inhibitors
    - Cannabinoids

STEP 3 Project Initiation ~1-4 WEEKS

The company provides NSF with initial documentation needed for the toxicological review. These documents include a product information form, full label wrap(s) that will bear the NSF mark (for all package sizes, flavors and countries of sale), a signed free of claim affidavit, product formulation(s) and all raw material COAs. *(Note: Since option A and B labels go straight to listing, the NSF mark must be present at the time of review.)*

STEP 4 Toxicological Review ~5 DAYS

NSF performs a toxicological review of the formulation to verify all claims are supported by the formulation, the ingredients do not exceed safety limits and are either GRAS or have an NDI, and that the label follows FDA guidelines and meets the program requirements. *(Turnaround times are dependent on accurate information submissions. Five business days is the length for each submittal.)*

STEP 5 Sample Submission ~1 WEEK

NSF provides the brand owner with an electronic product shipping form (EPSF) for all products passing a toxicological review. At this time, an unauthorized registered formula (URF) is also provided to the owner of the formulation. The company can now send in samples for testing, making sure to include the EPSF in the shipment.

STEP 6 Certification Testing ~30 DAYS

NSF verifies claims made on the label through targeted verification testing. When samples are received, they are sent to the NSF labs for certification testing. These tests include screens for pesticides, yeasts and mold, aflatoxins and heavy metals (detection limits detailed in the standard).

STEP 7 Test Report ~3 DAYS

Once a product is done being tested, the NSF labs produce a comprehensive test report that details the results and whether the product passes NSF's certification requirements. A final authorized registered formula (ARF) is also issued.

STEP 8 Product Listing on nsf.org

~3 DAYS

With a passing test report, NSF lists the product in its official listings on **nsf.org**.

IMPORTANT: NSF requires a final label that includes the NSF Contents Tested & Certified mark prior to listing the product. The product may be released by the manufacturer once the listing is published.

STEP 9 Use of the NSF Mark!

Congratulations! You, the private label manufacturer, earned NSF product certification and can now begin marketing your commitment to quality and safety to businesses and consumers.

STEP 10 Ongoing Compliance With the NSF Certification Program

All NSF certified products require ongoing compliance:

> During NSF's GMP audits, ARFs are subject to review by an NSF auditor and must be kept current.

> When a raw material or label changes or a formulation is adjusted, the manufacturer must alert their NSF project manager of this change in the product so that a new ARF can be issued (and testing may be required).

> Each calendar year, NSF requires a sample to be submitted similar to the process above.

- Non-production is the only valid reason to cancel annual testing.
- Any product not tested over a two-year period for any reason is subject to delisting.

OPTIONAL NSF 306: Certified for Sport®

Interested in adding the Certified for Sport® mark to your product(s)? In addition to the above product certification steps, NSF can also screen for over 270 substances banned by sports organizations such as WADA, MLB and NFL. This certification is lot-by-lot and is eligible for purchase by either option of private label products whenever the product certification requirements have been met. Only tested lots are certified and they are listed by lot at **www.nsf.org** or **www.nsfsport.com**.

COMPLETE PROCESS FLOW
REQUIRED STEPS FOR BOTH OPTIONS A & B

PART OF OPTION A PROCESS

STEP 1

Quoting ~1 WEEK

Submit labels to an NSF business development representative for initial review. A cost estimate and terms & conditions contract will then be provided.

PART OF OPTION A & B PROCESS

STEP 2

Application Review

~3-5 DAYS

Once a signed terms & conditions contract is received, a member of NSF technical team conducts a thorough review of the company applying for certification to assess if it meets the basic program requirements for certification.

STEP 3

Project Initiation

~1-4 WEEKS

Provide NSF with initial documentation. These documents include a product information form, full label wrap(s), a signed free of claim affidavit, product formulation(s) and all raw material COA's.

PART OF OPTION A & B PROCESS

STEP 4

Toxicological Review ~5 DAYS

NSF performs a toxicological review of the formulation to verify all claims are supported, the ingredients do not exceed safety limits and are either GRAS or have an NDI, and that the label follows FDA guidelines and meets the program requirements. Option A & B labels will also be reviewed.

STEP 5

Sample Submission

~1 WEEK

The company can now send in samples for testing. Samples cannot be submitted until the toxicology review is completed. An NSF shipping form must be included with sample shipment.

STEP 6

Certification Testing ~30 DAYS

When samples are received, they are sent to the NSF labs for certification testing. These tests include screens for pesticides, yeasts and mold, aflatoxins and heavy metals (detection limits detailed in the standard). NSF also verifies claims made on the label through targeted verification testing.

STEP 7

Test Report ~3 DAYS

Once a product is done being tested, the NSF labs produce a comprehensive test report that details the results and whether the product passes NSF's certification requirements. A final authorized registered formula (ARF) is also issued.

PART OF OPTION A & B PROCESS

STEP 8

Product Listing on nsf.org ~3 DAYS

With a passing test report, NSF lists the product in its official listings on **nsf.org**. (IMPORTANT: NSF requires a final label that includes the NSF Contents Tested & Certified mark prior to listing the product.) The product may be released by the manufacturer once the listing is published.

PART OF OPTION A & B PROCESS

STEP 9

Use of the NSF Mark!

Congratulations! You've earned NSF product certification and can now begin marketing your commitment to quality and safety to businesses and consumers. The ongoing NSF certification requirements now begin.

Option A Process Flow

STEP 1

Quoting ~1 WEEK

NSF provides a cost estimate and terms & conditions contract that will need to be signed in order to begin the certification process.

STEP 2

Application Review

~5-10 DAYS

Submit labels with NSF mark for review. A member of NSF's technical team conducts a thorough review of your labels and company to ensure they meet the basic program requirements for certification. Toxicology also reviews labels to ensure consistency with base manufacturer's labels and to document trade names.

STEP 3

Product Listing on nsf.org

~3 DAYS

NSF lists the product in its official listings on **nsf.org**.

STEP 4

Use of the NSF Mark!

Congratulations!
You've earned NSF product certification and can now begin marketing your commitment to quality and safety to businesses and consumers.

Option B Process Flow

STEP 1

Application Review

~5-10 DAYS

Submit labels with NSF mark for review. A member of NSF's technical team conducts a thorough review of your labels and company to ensure they meet the basic program requirements for certification. Toxicology also reviews labels to ensure consistency with base manufacturer's labels and to document trade names.

STEP 2

Product Listing on nsf.org

~3 DAYS

NSF lists the product in its official listings on **nsf.org**.

STEP 3

Use of the NSF Mark!

Congratulations!
You've earned NSF product certification and can now begin marketing your commitment to quality and safety to businesses and consumers.

CO-MARKETING TOOLS

Promote your certification to your customers. For a complete NSF co-marketing guide, please reach out to your NSF project manager or email **dsmarketing@nsf.org**.

CONTACT US

For more information, visit **www.nsf.org/info/ds** or contact **supplements@nsf.org**.

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LDS-763-1018