
Build trust with the USP Dietary Supplement Verification Program



Quality supplements matter

More than half of all Americans take a vitamin or supplement. However, few realize that the quality of products available on store shelves can vary widely.

Modern regulation of dietary supplements as a category of food began in 1994. Dietary supplements are not approved, but new dietary ingredients are subject to notification requirements.

To make good health decisions, consumers need to be confident that what is on the label is in the bottle, in the right amount, and that it will break down in the body so it can be absorbed.



Verifying the quality of your dietary supplements

Product quality is the leading buying consideration for consumers. And when it comes to dietary supplements, consumers value independent third-party oversight.

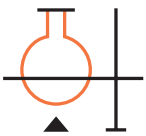
The USP Dietary Supplement Verification Program builds trust in the quality of supplement products by:



Auditing of manufacturing sites for conformance with Current Good Manufacturing Practices (CGMP)



Reviewing quality control and manufacturing product documentation



Testing of product samples in laboratories



Monitoring annually with CGMP 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 will be tested to help ensure the purity of the product

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 800 million+ labels