

The Village Herbalist

Purity, Safety And Potency

Nature's Sunshine produces the highest-quality supplements. But, what does quality really mean? We perform ingredient and supplement testing to ensure this holds true. Our quality boils down to three things: purity, safety and potency. We can proclaim our products' purity, safety and potency with confidence because we test for these things every step along the way. **In fact, we have over 600 ingredient and supplement tests at our disposal to ensure that our customers get the very highest-quality supplements available.**

NSP Products Are Pure



Purity testing for supplements and their ingredients is absolutely critical. One aspect of purity testing includes making sure that we obtain and offer the correct species and part of the plant that offers the most health benefits. A few years ago, NSP tested a sample of St. John's Wort that was purchased from a large national retail store. Our testing revealed that it was the wrong species of St.

John's Wort. That particular bottle may have been inexpensive, but it was also an ineffective product! Nature's Sunshine has the labs, and we perform supplement testing on every ingredient so we can provide high-quality supplements. You can be 100% assured that you will get the correct species and the correct part of the plant.

Purity testing also guarantees that you get what is listed on the label and nothing else. What else might you get with lower quality brands? Try dirt, rock or insects. NSP's suppliers tell us that if they can meet our standards, they can meet any standards because ours are the highest in the industry. **We pay more to our suppliers because we require our raw materials to be cleaned.** This is an extra step in the harvesting process, but we aren't looking for the cheapest raw materials, we're looking for the purest raw materials.

Did You Know?

Raw botanical materials are paid for by weight. Some suppliers will grind up dirt, stems and rocks that are attached to the botanicals because it adds weight. It also lowers the amount of beneficial active ingredients. NSP routinely rejects these adulterated raw materials.

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NSP's High-quality Products Are Safe

Our customers are concerned about their health. Many have compromised immune systems. Offering safe products is essential, and we have built our reputation on that. NSP tests for foreign materials and for micro-contamination, such as salmonella and E. Coli. When harvested, botanicals need to dry properly; if they are milled while wet they are susceptible to yeast and mold. We run ingredient and supplement tests for these too. NSP also tests for heavy metal contamination, pesticides, herbicides, fungicides and PCB.

Ingredient and Supplement Testing Is the Only Guarantee

Organic growers strive to offer crops free of chemical additives. But even organic material requires extensive ingredient testing because pesticides can travel in the air. The recent E. Coli outbreak in Germany that killed over 20 people came from an organic sprout farm. An organic label isn't a guarantee of safety. **An NSP label, backed by extensive ingredient testing, is your safety guarantee.**

NSP Products Are Potent

[Potency ingredient testing](#) guarantees that every lot is going to have the same beneficial active constituents in the same beneficial amounts. A potent product assures consistent results from high-quality products.

What Didn't Make the Grade

One of the most common questions Lynda Hammons is asked involves rejecting material. **Currently NSP rejects about two percent of raw material every year after supplement testing.** The Quality Assurance department and the Purchasing team have worked very hard to reduce that number over the years by finding the [highest quality suppliers](#) and developing strong partnerships with them.

Some Examples of Recent Rejections:

- An incoming lot of [slippery elm](#) failed the gel test, which means it didn't meet activity criteria. The inner bark of slippery elm is the active ingredient. In this case, the inner bark was mixed with the outer bark and it didn't have the correct activity and potency levels. So it was rejected.



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- One particular lot of oat straw was rejected for mercury and dirt contamination
- A shipment of [ginseng](#) contained the pesticide quintozone and was rejected.

Hallmarks of High-quality Supplements

International Compliance

NSP is fully compliant with all FDA regulations and international regulations. That means you can be assured that as you grow a global business, Nature's Sunshine meets all regulations.

Innovation



NSP works continually to develop and improve products, equipment and processes. Over 10 years ago, we used a piece of equipment called a DCP for ingredient testing determining mineral purity. The DCP could detect contaminants down to parts per million. We subsequently upgraded to an ICP that could test for parts per billion. **Today we use an ICP mass spectrometer that**

can test for parts per trillion, which is the equivalent of one drop of water in five Olympic-size swimming pools!

Responsibility

NSP always pays its bills on time. This not only makes us a good company with which to work, but it assures quality. For example, if a crop is limited one year, our suppliers come to us first with their best materials.

NSF Certified

In 2009, NSP received the prestigious NSF certification. NSF is an independent international certification company. They visit twice a year to inspect and audit Nature's Sunshine's manufacturing facility, procedures and high-quality products.