



USING THE NSF MARK - DO'S AND DON'TS

How to leverage your NSF GMP registration and product/ingredient certification





Dear Valued Customer,

NSF would like to congratulate you on your NSF Registration/Certification!

Now that you have demonstrated your commitment to continued safety and quality, it is time to announce this accomplishment to current and potential customers. Start leveraging your certification to help grow and develop your company.

This marketing tool kit is customizable so that you can showcase your certification, expand into new markets and show that your products meet or exceed all safety standards set for the dietary supplement industry, from a local to an international level.

Please review these materials and contact us if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Cheryl A. Luther". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dr. Cheryl A. Luther
General Manager
Dietary Supplements, Sports Nutrition, Beverage Quality
NSF International
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About NSF International

NSF International is a global independent organization that writes standards and protocols, and tests and certifies products for the food, water and consumer goods industries to minimize adverse health effects and protect the environment. NSF operates in over 150 countries, providing world class services through rigorous quality management systems and a continuous process of calibration. Founded in 1944, NSF is a Pan American Health Organization/World Health Organization Collaborating Center on Food Safety, Water Quality and Indoor Environment.

Dietary Supplement Division

What does it mean to work with NSF Dietary Supplement Division?

NSF's Dietary Supplement Program offers exclusive third-party auditing, product testing, development and training to help your company maintain the highest safety and quality possible. This certification is not mandated by any regulatory agency or governmental body, which shows your commitment to your customer's health. NSF registration and certification provides peace of mind and shows your customers that you are committed to the excellence of your products.

Benefits of Working with NSF Dietary Supplements

Among the many benefits of working with NSF Dietary Supplements Division, some of the major ones include:

- > Product differentiation
- > Brand protection
- > NSF's ability to bundle other certifications, saving you time and money
- > Calibrated auditors, knowledgeable staff and access to industry professionals
- > Your certified product(s) featured on the NSF Dietary Supplements Listings
- > Use of the NSF Mark
- > Increased confidence in your brand

Marks Usage

After registration of your facility or testing of your product, NSF will provide you with the appropriate marks to use in advertising as well as product labels. Below are the rules that have been created around each of the service offerings. Please contact NSF Dietary Supplements marketing team if you have any questions concerning the usage of the marks.

	GMP REGISTERED	*PRODUCT CERTIFICATION	*NSF CERTIFIED FOR SPORT®
			
MARKETING MATERIALS (BROCHURES, TRADE SHOW BOOTH AND SOCIAL MEDIA)	✓	✓	✓
WEBSITE	✓	✓	✓
ADVERTISEMENTS (WEB AND PRINT)	✓	✓	✓
BUSINESS CARDS	✓	✓	✓
NSF MARK PERMITTED ON PRODUCT PACKAGING	✗	✓	✓
	GMP facilities cannot use the mark or any mention of NSF on products	*Any mention or reference to NSF Product Certification must include name of certified product.	

The color of the mark should either be NSF blue, black or reversed white with a black outline. No other colors of the mark are to be used.



	NSF Blue PMS 294C C100 M58 Y0 K21 R0 G85 B150 HEX 005596
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For questions or concerns about color usage of the mark, please contact dsmarketing@nsf.org.



Benefits of Using the NSF Mark

Use the NSF Mark to demonstrate your commitment to quality to your clients. The NSF mark:

- > Increases the acceptance of your company or service. Your clients, potential clients, regulators, distributors, retailers and dealers are all more inclined to trust literature, advertising and promotion that bear the NSF mark.
- > Builds confidence and trust in your company or service. When your clients see the NSF mark next to your company's name or in an advertisement, they know that your business has been evaluated by a third-party, non-biased organization and has successfully met the requirements of a standard.
- > Allows for easier entry into new markets. Whether it's a new industry segment or a new international market, the NSF mark on advertising and literature makes it easier to reach potential clients.
- > Provides a faster communications tool. The challenge for any company is to communicate its quality quickly and effectively. The NSF mark is one tool that does this. It is a small mark with a giant message.
- > Gives your company and its services additional exposure. With the NSF mark, your company's exposure is greatly increased through NSF online listings.
- > Reduces marketing costs. Credibility and confidence come faster with independent certification, which reduces marketing expenses for that purpose.
- > Increases sales. When you combine all of the advantages, the bottom line is that the NSF mark will help increase sales. But this is only true for a company that consistently uses it, prints it, displays it and promotes the fact that the company is qualified to bear this valuable mark.

Approved Copy

Getting the message out

Announcing your certification on your website lets consumers and regulatory bodies know what differentiates your product. Below is a template of approved text about your registration/certification that can be used on your company's website as well as any marketing materials.

GMP Registration

Good manufacturing practices (GMPs) are guidelines that provide a system of processes, procedures and documentation to assure a product has the identity, strength, composition, quality and purity that appear on its label. These GMP requirements are listed in Section 8 of NSF/ANSI 173 which is the only accredited American National Standard in the dietary supplement industry developed in accordance with the FDA's 21 CFR part 111.

NSF International's GMP Registration Program enables manufacturers to become independently registered by NSF to meet GMP requirements. The program is open not just to manufacturers of dietary supplements but also to manufacturers of ingredients and raw materials, as well as distribution, warehousing and packaging companies, who want to demonstrate their commitment to public safety.

Product Certification

NSF certification ensures that dietary supplements do not contain unacceptable levels of contaminants. NSF developed the only American National Standard for dietary supplements (NSF/ANSI 173) with participation from a balanced stakeholder group including the U.S. Food and Drug Administration (FDA), National Institutes of Health (NIH), other federal agencies, state regulatory agencies, manufacturers, retailers, industry trade associations and consumer groups. NSF has worked for over a decade with sports organizations, anti-doping agencies and supplement manufacturers to evaluate and test these products and to help ensure their quality and safety.

NSF Certified for Sport®

The NSF Certified for Sport® Program helps athletes, coaches and trainers make more informed decisions when choosing sports supplements. The program is recognized by the NFL, NFL Players Association, MLB, MLB Players Association, PGA, LPGA and Canadian Centre for Ethics in Sports.

The NSF certification mark on your products helps athletes of all levels buy your supplements with confidence. Certified supplements must meet rigorous standards that include comprehensive lab testing and extensive evaluation of the manufacturing process to ensure contaminated substances or hidden ingredients are not added to a product.

Press Release announcing your GMP Registration

Getting the message out to the media

Now that you've obtained NSF registration/certification, it's important to let the media know to gain news coverage. Below you'll find the press release template available for your use. Highlighted fields have been left empty so you can customize them for your company's certified product(s).



FOR IMMEDIATE RELEASE

[DATE]
[MEDIA CONTACT]

[COMPANY NAME] Earns NSF Good Manufacturing Practice (GMP) Registration for [FACILITY NAME]

GMP registration demonstrates [COMPANY NAME]'s commitment to quality

[YOUR LOCATION] — [COMPANY NAME] announced today that its [FACILITY LOCATION] manufacturing facility is now a Good Manufacturing Practices (GMP) facility registered by NSF International. [Insert statement describing the company and what types of products are produced at the facility].

Earning GMP registration from NSF International verifies that [COMPANY NAME]'s facility has the proper methods, equipment, facilities, and controls in place for producing dietary supplement products. NSF GMPs were developed in accordance with the U.S. Food and Drug Administration's (FDA) 21 CFR part 111 regulations for the manufacturing, packaging, and distribution of dietary supplements. Utilizing GMP guidelines assists companies in developing and maintaining proper controls in their manufacturing process so that products are processed, manufactured and labeled in a consistent manner, and meet quality standards.

INSERT QUOTE FROM COMPANY (describe the benefits of this registration to company and their customers)

INSERT QUOTE FROM NSF (if desired, NSF will provide a quote upon review and approval of the final draft of the news release)

For more information about [COMPANY NAME], visit [WEBSITE OR OTHER CONTACT INFO].

INSERT COMPANY BOILERPLATE AND MEDIA CONTACT

You must get final approval from NSF before distributing this to the media. Please send your completed template to:

Kelly Ingerly
Communications Specialist
Phone: +1 (734) 827-6850
Email: kingerly@nsf.org
Location: Ann Arbor, MI, USA

For Product certification and Certified for Sport® templates please contact dsmarketing@nsf.org

Sharing your news via e-mail

Now that you are NSF Certified for Sport®, it's important to let your existing and potential customers know your product meets NSF's rigorous quality and safety standards. There's no better way to do this than to send out an email announcement, as shown below.

This e-card will allow you to alert industry personnel, existing and potential clients on your contact list about your new certification.

Contact marketing at dsmarketing@nsf.org with the following information:

- > Your company name
- > Company logo
- > Certified product name(s)
- > An image of the product(s)
- > Contact information for the individual responsible for sales at your company
- > Company email address

Once you've provided this information, we'll send out this customized e-card for you.



Placards

Getting the message out to relevant industry personnel

To assist in promoting your certification, contact your NSF Project Manager for complimentary signs and placards to use at your company headquarters, events and tradeshow where your brand is on display. We also have a variety of downloadable logos for your use and are happy to help you customize artwork to incorporate the NSF logo in ways that are permissible.



*G-0092 Large Placard
10" x 17" (w/velco)*



*G-0005 Placard
6" x 10"*



*G-0152 Placard
6" x 10"*

NSF GMP Facility Certificate

Display your achievement

Upon completion of your registration, your company will be added to NSF's online listings. This database features all NSF certified products – giving your brand more exposure. The Dietary Supplement listings are updated every 24 hours and can be found by visiting www.nsf.org/certified-products-systems. Don't forget to add the link to the listings page on your website.

The NSF Listings are one of the number one places that potential customers and big businesses look to find brands that differentiate themselves by pursuing the safety and quality of their products. **The NSF Dietary Supplement Listings alone have more than 17,000 page views in one year.**

Below is a Listing certificate example; a customized version will be sent out to your company annually as you maintain certification. This can be used in trade presentations, RFPs and displayed at your facility or corporate headquarters.

Contact your NSF Project Manager for additional copies or electronic versions.





For any questions about policies or trademark information, please contact dsmarketing@nsf.org.



Contact Information

Dietary Supplements Team

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Marketing

For Inquires about e-cards, co-marketing opportunities or use of the NSF mark:

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Communications

For inquiries about the press release template:

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