Adulteration and mislabeling of raw-plant based ingredients – whether caused by limited supply, escalating demand, political uncertainty, climbing prices or challenging climate events – are becoming more frequent. This can task buyers with finding new sources and managing complex supply chains for natural ingredients used across the dietary supplement, food, beverage and cosmetic industries.

Companies that consistently compare raw ingredient quality using 17025-accredited third-party labs can verify a product’s label claims early in their supply chain. Our scientific expertise applying validated methods and reference materials enables us to successfully identify raw natural ingredients consisting of a single species or a mixture of many species.

CREDIBLE INGREDIENTS DRIVE DEMAND:

Our verification:

> Inspires consumer confidence and safeguards your brands
> Identifies adulteration to confirm consistent purity
> Authenticates ingredients to manage regulatory requirements
> Reduces complex supply chain risk
> Verifies botanical materials with no commercially relevant substitutions

NSF verifies your products with:

> A Plant Material Verified certificate
> The Plant Material Verified by NSF mark
> An official NSF listing

Place the mark on your raw material product packaging, documentation shipped with the material and certificate of analysis. Leverage this for advertising and on web pages promoting your ingredients. Link directly to the official NSF listing.

For more information:  www.nsf.org  |  (510) 914-3290  |  arc@nsf.org

The Plant Material Verified by NSF mark may be used on raw materials, finished products, labels, packaging or advertisements that include the Plant Material Verified ingredient as the only unmodified constituent of the finished product.