



Dietary supplements – USP Verified Mark

Background

More than half of all Americans take a vitamin or dietary supplement as part of their personal wellness regimen. Dietary supplements comprised a \$71 billion global market in 2021 with nearly 6,000 manufacturers. However, the quality of products available on store shelves can vary widely as FDA does not review dietary supplements under the same regulations as medicines. This can make it difficult for consumers to have confidence in the quality of the supplements they select.

Opportunity to strengthen quality

Consumers and healthcare practitioners (HCPs) have indicated the importance of dietary supplements evaluated by an independent third party with the expertise necessary to assess product quality. Many HCPs are familiar with USP's role in medicine, so they can trust products with the USP Verified Mark to help ensure product consistency, quality, and purity, for patients and consumers who take dietary supplements.

USP solutions

The USP Dietary Supplement Verification Program evaluates dietary supplements against USP's science-based quality standards and FDA current Good Manufacturing Practices (cGMPs). Manufacturers voluntarily submit their products for testing and those that meet the program's testing and auditing criteria can display the USP Verified Mark on their products.

There are over 150 dietary supplement formulas that display the USP Verified Mark, making quality visible on over 880 million labels. The mark indicates that the supplement:

- Contains the ingredients listed on the label, in the declared potency and amounts
- Does not contain harmful levels of specified contaminants
- Is made according to FDA cGMPs, using sanitary and well-controlled procedures
- Will break down and release into the body within a specified amount of time

Why it's important

The USP Verified Mark helps consumers to choose quality supplements confidently. In addition, the program supports HCPs and their recommendations of appropriate products for patients and consumers. Manufacturers that participate in the program enhance their competitive position and brand recognition by demonstrating their commitment to quality.



Web resources

- <https://www.usp.org/verification-services/dietary-supplements-verification-program>
- <https://www.usp.org/verification-services/benefits-of-verification>
- <https://www.usp.org/verification-services/verified-mark>
- <https://www.scientificamerican.com/custom-media/setting-standards-for-supplements/>