

# ABOVE & BEYOND QUALITY



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# An Unwavering Commitment

Since 1968 NOW has been empowering people to lead healthier lives by providing premium quality natural products that are safe and efficacious. The quality, safety, and efficacy of our products are our top priorities. We take the necessary steps to ensure that we're meeting our own stringent internal standards as well as the Good Manufacturing

Practices (GMPs) standards established by both the Natural Products Association (NPA) and the U.S. Food and Drug Administration (FDA). When it comes to quality we never rest.



NOW's founder, Elwood Richard, is a degreed biochemist, and his passion for the science of natural products has permeated the company's culture for decades. Today NOW spends more on Quality Control and Quality Assurance than on sales and marketing combined, a claim very few companies in any industry can make. Here are just a few of the many ways we guarantee the quality, safety and efficacy of our products.

## Science and Testing

NOW spares no expense when it comes to the quality of our products. We've made significant investments in the facilities, instrumentation, and professional staff needed to operate our own in-house laboratories, including specialized labs such as microbiology, methods development, gas chromatography, and others. We also have our own personal care laboratory, as well as a laboratory devoted solely to the sensory evaluation of our products.

These laboratories house sophisticated analytical instruments that allow us to guarantee the identity, purity, potency and composition of our products, and we employ highly trained professionals who are truly passionate about the science and technology used to create premium quality nutritional products.

Ingredient and finished product testing is the foundation of our Quality Control and Quality Assurance programs. In a single month of production we can perform upwards of 16,000 individual tests on our ingredients and products.



## Quality Ingredients

With over 1,400 products, NOW has extensive experience in sourcing and securing quality ingredients. Over the past four decades we've built strong, long-term relationships with key suppliers, and also built a reputation as an honorable and dependable business, giving us purchasing power and access to supply chains that other manufacturers with less longevity or smaller lines are unable to take advantage of.

Many NOW products utilize trademarked ingredients. These ingredients have undergone comprehensive clinical and analytical testing, and products containing these ingredients are randomly assayed by the trademark owner to ensure the finished product meets the stringent requirements for the use of their ingredient.



## Manufacturing Excellence

The Natural Products Association (NPA) and the United States Food and Drug Administration (FDA) have Good Manufacturing Practices (GMP) programs that are intended to assure the proper design, monitoring and control of manufacturing processes and facilities. GMPs also establish the minimum requirements for sanitation, record-keeping, package and label content, and more. Both organizations randomly audit manufacturers to ensure compliance.

In addition to our GMP manufacturer certification NOW is also certified as an organic manufacturer by Quality Assurance International (QAI), one of the leading organic product certifying agencies accredited by the United States Department of Agriculture (USDA). We're also a kosher certified manufacturer with various kosher certifying organizations, and we're proud to offer Non-GMO Project Verified products.



# Natural, Organic and Non-GMO Products

NOW began as a supplier of natural products, and we hold true to our natural roots today. We firmly believe that natural products are safer and more effective than products made with ingredients not found in nature. We take the following steps to ensure that the ingredients used in our products are natural:

**We have specific requirements for our raw material suppliers that are set forth in the purchase terms and conditions we require of all our suppliers.**

**We test for the presence of synthetic hormones and steroids, other adulterants, synthetic forms of botanicals, and non-natural forms of vitamins, among other things.**

**We evaluate our key suppliers to ensure they are not using unacceptable ingredients.**

**We carefully review our suppliers and work with only those who share our standards.**

**Some natural ingredients are hard to source, or the demand for them threatens the extinction of the botanical source. For these reasons we sometimes opt to use nature identical ingredients, which exactly match the natural ingredient's chemistry.**

In support of our dedication to natural products, we use organic ingredients as often as possible and avoid the use of genetically modified and/or irradiated ingredients whenever we can. We're working with The Non-GMO Project, an organization founded by natural product retailers to promote the use of non-GMO products and to give consumers access to clearly labeled, non-GMO foods and products. NOW is committed to offering only non-GMO foods and the use of non-GMO ingredients in our dietary supplements if available.



# Vegetarian, Allergy-Friendly and Gluten-Free Products

NOW is proud to offer a growing line of gluten-free and allergy-friendly products, in addition to our wide selection of vegetarian foods and supplements. NOW Real Food® is a line of natural and organic foods, including ancient grains, that are suitable for vegetarians and vegans. Our Living Now® line is comprised of allergy-friendly and gluten-free foods that are big on flavor but free of the eight major common allergens, including wheat, nuts, soy, dairy, eggs and fish. While the majority of our foods are vegetarian, many people are surprised to learn that NOW offers a great selection of vegetarian supplements as well.

We make it a point to seek out vegetarian alternatives to popular supplements derived from animal sources, and our vegetarian supplements are encapsulated in vegetable cellulose capsules and utilize excipients from vegetarian sources.



## Manufacturing Location and Country of Origin

With increasingly complex global supply chains it's more important than ever to be able to trace an ingredient or processing aid back to its original source. This means documenting not only an ingredient's country of origin, but the location where the ingredient was processed and/or manufactured as well. At NOW we understand the importance of traceability, and we take the necessary steps to document both the manufacturing location and the country of origin for all ingredients used in our products. We seek to use domestically sourced ingredients when possible.





## Our Promise to You

NOW Foods was founded on the principle that quality natural health products should be affordable to everyone. As a family-owned and operated company, NOW is passionate about our commitment to your good health; providing the highest quality natural products at the best possible price.

