Americans have some form of nutritional deficiency. Over 20,000 visits annually to emergency rooms are tied to adverse events related to dietary supplements. Physicians recommend supplements to their patients.

Dietary supplements are a key component of many Americans' wellness routines. 7/10 moms would give children immunity supplements. 4/10 seniors 65+ use supplements. 9/10 of all Americans take supplements today, many on the advice of health professionals.

Folic acid is recommended for women who are pregnant or who wish to become pregnant. 8/10 of seniors 65+ use supplements. 85% physicians recommend supplements to their patients.

Buyers need to be vigilant when choosing dietary supplements. Keep in mind the 4 P’s of quality:

1. **Positive Identity**: The product you’re buying actually what it says it is?

2. **Potency**: Will the product break down so your body can absorb the ingredients? If it does not dissolve, it is likely to pass right through your system without any effect on your health.

3. **Purity**: What else could your supplement contain? Some unnecessary or unwanted ingredients can have negative health effects.

4. **Performance**: What is the product's form of testing and auditing criteria. The USP Verified Mark signifies that a product has passed rigorous testing and auditing criteria.

Positive Identity

Is the product you’re buying actually what it says it is?

The USP Verified Mark signifies that a product has passed rigorous testing and auditing criteria.

Dietary supplements are a key component of many Americans' wellness routines. 7/10 moms would give children immunity supplements. 8/10 of seniors 65+ use supplements. 85% physicians recommend supplements to their patients. 9/10 of all Americans take supplements today, many on the advice of health professionals.

Healthcare professionals are involved in their patients' health. Many dietary supplements on the market contain too much, too little, or none of the listed ingredients. Children’s dietary supplements MUST contain the right potency.

Dietary supplements are a key component of many Americans' wellness routines. 7/10 moms would give children immunity supplements. 8/10 of seniors 65+ use supplements. 85% physicians recommend supplements to their patients. 9/10 of all Americans take supplements today, many on the advice of health professionals.

The USP Verified Mark offers quality assurance. When you see it, you know you can have peace of mind that what’s on the label is what’s in the bottle.

For more information, visit www.quality-supplements.org.