

How safe are your supplements?



Who is Informed Choice?

The Informed Choice testing and certification program was established in 2007, by world-class anti-doping laboratory, LGC.

It is a voluntary program for reputable supplement companies who wish to register some, or all, of their products and carry the Informed Choice mark on those products. Supplement users who see the Informed Choice logo on a product can be assured it has undergone rigorous checks and regular testing to ensure that it is not contaminated with banned substances and is safer to use.

Discover more than 150 certified brands online

How can I find out if my supplements have been tested?

The Informed Choice website allows users to search for tested supplements by searching by brand name, product type and batch number. The site is also mobile and tablet friendly. The Informed Choice program currently certifies more than 400 products including those from many of the top sports nutrition brands in the United States.

Through testing sports nutrition products for banned substances, the Informed Choice program provides assurance to supplement users.

When choosing nutritional products and supplements, how can you know if it's been contaminated with unsafe or banned substances?

Anyone choosing to use a supplement should look for the Informed Choice logo on the product and know that they have undergone rigorous testing for banned substances in sport and any possible contaminants.

Why do supplements need to be tested?

Our research has shown that up to 1 in 10 supplements sold on the market are contaminated with some form of stimulant or steroid prohibited by the World Anti-Doping Agency (WADA).

Although the contamination may be present at a very low concentration, the levels may be sufficient to generate a positive drug test. With Informed Choice, we help reduce the risk of impurities and banned substances from entering products.

Do supplement companies "spike" their products with substances not on the label?

There have been incidents where prohibited substances were found in the product but not listed on the label, however, the vast majority of reputable nutritional supplement companies do not engage in this practice.

Informed Choice tests over 22,000 samples a year and have found that contamination typically occurs inadvertently and that the levels of substances found are very low (i.e. not indicative of deliberate addition).

Aren't prohibited substances in sport illegal for sale?

Although many of the substances listed on a prohibited substance list are illegal for sale (e.g. cocaine, ecstasy), there are also many that are prescription drugs or legally available for sale over the counter.

It's important to understand that just because it's banned by sport does not mean it's banned for sale. Legal supplements may be prohibited by sport if the governing body considers that the substance provides an unfair advantage in training or competition.

If I don't see a banned substance on the label, does this mean it's safe?

This is a common mistake that has been implicated in the suspensions of elite athletes. Prohibited substances may appear on the product label, but under a different name than what's on the prohibited substance lists.

Also, some raw materials may have low levels of naturally occurring steroidal compounds which are found in some herbal ingredients.

It's recommended to only use products that have been tested for banned substances through a third-party testing and certification program, such as Informed Choice.

Find out more about our certified products at informed-choice.com