



# Safer Choice. Right Choice. Informed Choice.

Global leaders in sports  
nutrition banned  
substance testing.

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**CHOICE**



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**Informed Choice is a quality assurance program for the sports nutrition industry, designed to ensure products are not inadvertently contaminated with substances prohibited in sport by the World Anti-Doping Agency (WADA).**

The Informed Choice program was created in 2007 by LGC's world class anti-doping labs. Responsible supplement companies have made Informed Choice part of their existing quality assurance systems to ensure their products are safer for athletes and those living an active lifestyle to use.

## Why is **banned substance testing** necessary?

Responsibility for the quality of a product rests entirely with the supplement company and manufacturer. Reputable brands do everything in their power to keep their supplements free from contaminants.

However, even a trace level of contamination with an unsafe or banned substance can pose a threat supplement users and identifying contamination at this level requires a sensitivity of screening considerably beyond routine quality control systems.

# How to **certify** your products

## Stage One

### Product and manufacturing quality review

The assessment draws on many years of experience in supplement analysis and evaluates the integrity of the manufacturing stages from supply of raw materials, through third party manufacturing, into packing and storage.

It is coordinated by the program's administrator (LGC), and all information is held in strict confidence between LGC and the program member.

## Stage Two

### Product testing to ISO 17025 standards

#### Pre-Certification Testing

Prior to certification, LGC must test three samples across at least three production runs/batches. This will be carried out in parallel with the Production/Ingredient Assessment (Stage One).

#### Post-Certification Testing

Once certified, a license agreement will be issued and you'll be able to place the Informed Choice logo on the registered product. Following certification, each product must undergo monthly blind testing to independently ensure the integrity of that product. Blind samples are purchased by the Informed Choice administrator from retail outlets.

## Stage Three

### Logo and web directory

All members are entitled to use the Informed Choice logo on certified products. In addition, all tested products and batch numbers are listed on the Informed Choice website, allowing supplement users to choose products which have been screened for banned substances and to avoid those that have not been through the Informed Choice certification process.

### The following key elements are integral to the Informed Choice program

- Audit of the quality systems in place and GMP requirement at the manufacturing facility.
- Product label review.
- Product testing using ISO 17025 accredited methods.
- Post-Certification monthly "skip-lot" testing of each certified product.
- Delivery of certificate of analysis within 7-10 working days.
- Secure storage of each batch of product.
- Use of the Informed Choice logo  
Display of tested products and tested batches on the Informed Choice website.
- Website for communication and education.

The Informed Choice mark provides manufacturers and consumers with the highest levels of quality assurance based on the very best scientific expertise. Products carrying the Informed Choice logo can be trusted by all supplement users.

