

10 Important Tips to Remember When Choosing a Product

1. **Science Matters.** Make sure that your products are backed by science by checking out the clinical studies done on the ingredients they contain.
2. **Trademarked Ingredients** are important. When ingredients are trademarked, it means that there have been studies conducted on the specific ingredient.
3. **Certification and Testing.** The products you buy should have NSF USP certification. Check the product label and make sure it's certified.
4. **Sourcing and Supply Chain.** Always make sure you're investing in products that are safely and sustainably sourced.
5. **Natural and Pure.** Additives, fillers, capsule shell matters. Many times, we forget to think about what our supplements are encapsulated in. Make sure your products do not contain fillers that are synthetic and toxic. Always look for natural alternatives.
6. **Clean Label.** Check that the product contains clean labels. This includes that it is allergen, gluten, soy, and GMO free.
7. **Ethical.** Look into the company you're purchasing products from and make sure they value ethical business practices.
8. **Give Back.** Giving back to people and growers is important. Verify that you're investing in a company that is dedicated to giving back to the community they're sourcing from.
9. **Eco-sustainable Packaging.** Make sure that the product you are buying is eco-sustainable! The packaging should be recyclable or reusable. Many companies even have the option to send your bottle in for a refill of said product.

10. **Know the Founder.** Who is developing and innovating your products?
It's important to know what they're about and what their values are.