



## New Counterfeit Alert June 19, 2023

NOW was first informed on June 15, 2023 that another fraudulent seller on Amazon was selling 13 different counterfeit NOW brand products. A consumer contacted NOW to report that our Vitamin E-1000 Mixed Tocopherols 100 softgels were being sold as white, small, dry capsules. This consumer also provided information about the seller and NOW was able to order various fraudulent products. The counterfeit products were sold on Amazon by Arkansas Trading Emporium, 8520 Allison Pointe Blvd # 223, PMB 98313, Indianapolis, IN 98313. (We think that this seller started selling these counterfeit products sometime in June 2023.) NOW immediately notified Amazon’s Counterfeit Crimes unit, which quarantined all inventory from that seller on June 16. We expect to again be working with the Department of Homeland Security and Amazon to pursue these criminals. Below is a list of products that are counterfeit from this seller only:

Code	Counterfeit by Arkansas Trading	Code	Counterfeit by Arkansas Trading
0073	I-Carnitine 500mg 180 Caps	2963	Super Enzyme 90 Caps
0111	5-HTP 200mg 120 Caps	2968	Ultimate Digest 120 Caps
0902	Vit E-1000 Mixed 100 Capsules	3054	Beta Glucans 2/90 Caps
0992	MK-7 100mcg 60 Caps	3071	Quercetin & Bromelain 240 Caps
1839	Super Omega 3-6-9 90 Caps	3351	Mood Support 90 Caps
2448	Liver Refresh 90 Caps	4756	Saw Palmetto 320mg Ext 2/90 Caps
2930	8 Billion Acidophilus 60 Caps		

NOW experienced a very similar counterfeit problem in April this year from a different seller, A2X1, also only on Amazon US. It appears that the same source is again putting white rice powder into small, white capsules from a different fake business front. The address of this seller is only a virtual office and never purchased any products from NOW. The 13 products above are mostly different products than the estimated 10 NOW counterfeit products in April. The product appearances are poor counterfeits, as noted in differences below:

1. Label is an obvious fake, the print is poor quality and sketchy, like the bottles were rubbed a lot, or very old.
2. No Lot # or Exp. Date on bottom.
3. There is no UPC code on any of the fake products.
4. Side panel font is so small, it’s illegible.
5. Labels are squared corners, not rounded like normal.
6. White screw on lids, should be purple pop on, peel off lids.
7. Inside the bottle, same white capsules, with white powder inside. Same small # 2 or # 3 size capsules, which NOW does not use.
8. The inner lid seal is different. Says “Sealed for Your Protection”. NOW has a peel off inner seal that is different.
9. The bottle sizes and counts are sometimes different than normal from NOW.
10. Front panel for Digest Ultimate has “veg” capsules in lower case “v”, should be Capitalized.
11. These bottles have a Transparency Code sticker on the bottom. When scanned, it just says: “transparencyprotection.com”, which is not a real website.
12. Some labels have spelling errors. The Quercetin product has “owned” misspelled. Also, the Saw Palmetto 320mg products have two different label sizes for the same item.

Product photos are shown below as examples of these poor counterfeits.

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