



IMPORTANT FRAUD ALERT APRIL 13, 2023

Very recently NOW was notified by various consumers about mislabeled NOW branded products. It appears that at least one fraudulent company called A2X1 has been selling misbranded NOW products on Amazon USA for about two weeks. These products look like NOW products at first appearance but have several serious problems. The products found so far are listed below as well as the problems:

NOW Adam Male Multi 180 Softgels
NOW Apple Pectin 700mg 120 Veg Caps
NOW D-Mannose 500mg 300 Veg Caps ASIN X003QB1R35
NOW L-Glutamine 500mg 300 Caps ASIN X003QU1JJX
NOW L-Lysine 500mg 250 Veg Caps
NOW Lutein & Zeaxanthin 50 Caps (Should be Softgels)
NOW Magnesium Citrate 200mg 250 Tabs (Product is Capsules)
NOW Mood Support 90 Veg Caps
NOW Psyllium Husk 500mg 500 Veg Caps
NOW Saccharomyces Boulardii 60 Veg Caps
NOW Valerian Root 500mg 250 Veg Caps ASIN X003QU98L9

Problems include:

Each product is in white powder capsules, when most of these are not white powders
Each bottle is not the exact same bottle NOW uses. The neck is different.
Each lid is different than NOW and not purple. The fraud bottle has a child-proof lid.
Each label does not contain any UPC number
There is no lot number or any imprint on the bottom of the bottle
The labels are squared on the edges, and not rounded
The NOW logo on the front is slightly elongated, as is the main product name.
The labels can peel off and are not permanent, and are slightly more shiny
Worst of all, each product contains small white capsules with pure odorless white powder. The item listed on Amazon may have been tablets or softgels, but consumers received small white # 1 capsules, and the bottles are labeled as capsules even though NOW does not make such a product.

NOW is currently investigating and on April 11 Amazon agreed to block all sales by the seller A2X1. We are asking Amazon to recall each item sold, give NOW a list of these consumers, plus inventory levels and information about the fraudulent seller. While investigating this problem, we noticed that the same seller listed several vitamins from another brand as well. NOW has been in communication with that company and we are working together to get to the source of this problem. We fear that these fraudulent products may reappear on Amazon by a different seller name, or on another platform or in other international markets.



Today we concluded our analysis of the white powders in each capsule and confirmed that the powders contain only white rice flour. But we also found trace amounts of the pharmaceutical Sildenafil in some samples and are reporting this to FDA and expect Amazon to do a recall of all items sold by the seller A2X1. We remain on high alert regarding this problem and have contacted the FDA Health Fraud Brand division as well as Amazon's Counterfeit Crimes Unit. Additional legal steps are being taken as well in order to find the source of the problem and put it out of business.

Some examples of fraudulent products appear in images below:



We are actively working to resolve this safety threat and take this matter as our highest priority. Please contact our Customer Service team at 800-999-8069 x 2 with any questions or information that can assist us in this investigation.

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