



NOW Tests Resveratrol Products Purchased Online, Reveals Significant Problems

Bloomington, IL (August 14, 2024) – NOW has continued the testing program on products purchased online, with the company’s state of the art labs recently investigating 30 Resveratrol supplements purchased on Amazon. This is NOW’s 18th round of product testing since 2017, all of which have raised serious concerns.

“Buyer beware” certainly applies to resveratrol, as we found significant problems with most products tested,” said Dan Richard, NOW Health Group VP of Global Sales and Marketing. “Once again, NOW will share this info with Amazon directly and with the FDA, in hopes of further action.”

This popular antioxidant supplement was first isolated in 1939 and has been sold by NOW since 2005. It is a polyphenol naturally found in grapes, red wine, peanuts, and herbs such as Japanese knotweed roots. There are two types of resveratrol: cis-resveratrol and trans-resveratrol. Both have the same molecular formula, but trans-resveratrol is more bioavailable and easier for the body to absorb. Japanese knotweed extract is the most common form of resveratrol in dietary supplements, and the trans-resveratrol portion is often found between 50-98%. Natural resveratrol also contains many trace levels of additional antioxidants, while synthesized resveratrol is isolated chemically and does not contain other synergistic components.

NOW bought two bottles of each product from 30 brands, including NOW, on Amazon. Even before testing, most products seemed suspicious due to inflated potencies and mislabeling on the front label panels.

In addition to in-house testing, NOW sent one unopened bottle of each brand to Alkemist Labs, an industry-leading contract laboratory NOW has partnered with previously, for an independent report on the same products. Both NOW and Alkemist performed high-performance liquid chromatography (HPLC) testing. High-performance liquid chromatography (HPLC) with ultraviolet light detection (HPLC-UV) is the correct method to accurately measure the amount of trans-resveratrol in a sample. Resveratrol is a very interesting natural compound to test due to its complexity and labeling options. It’s important to note that labeling for resveratrol dietary supplements is inconsistent across different brands.

Below are various examples of Supplement Facts panels to illustrate the extent of these differences and the potential confusion they may cause. NOW found two-thirds of the 30 brands tested have confusing or dishonest labeling for Resveratrol. They also found that 21 out of 30 brands tested were below labeled potency, and 17 contained less than 10% of claimed potency. Many brands display the highest potency number on the front panel and in Amazon search terms, but “tricky” labeling on the side panel may not match numbers.

- Both aSquared Nutrition Resveratrol Ultra Strength and NasaBe’Ahava Resveratrol 1000 mg claim to contain 1,000 mg of Resveratrol on the front panel. However, they only provide “8% potency yield” per 2 capsules, resulting in just 40 mg of Resveratrol per capsule, significantly lower than the claimed amount. Although aSquared Nutrition’s test results indicated a higher amount than 40 mg, the initial claim remains deceptive. It is worth noting that aSquared Nutrition has failed NOW’s testing program 12 times out of 12 different products, resulting in a 100% failure rate.
- Purify Life Resveratrol Gummies claims “1500 mg per serving” on the front panel, but only 10 mg of 150:1 extract in the Supplements Facts panel. This is deceptive and improper labeling.

- The front panel of the July 69 brand indicates that it contains 600 mg of Resveratrol per serving. However, the side panel lists the ingredients as "Resveratrol Blend 600 mg" and includes additional complicated information such as "Japanese Knotweed (10% Trans-Resveratrol) (*Polygonum cuspidatum*)(root), Japanese Knotweed (50% Trans-Resveratrol)(*Polygonum cuspidatum*)(root)" in very small font size. This labeling might be confusing for some people who are trying to understand what these percentages and ingredients mean.
- The side panel of Dr. Martin’s Nutrition Resveratrol lists "Trans-Resveratrol Complex" as 920 mg per two capsules, combined with nine other fruits and herbs. The side panel has an extremely small font size and is barely legible. The high claimed potency, unknown brand, and misleading labeling led us to include this product in testing.

NOW HPLC Testing Resveratrol Supplements August 2024							
Brand Tested for Resveratrol	Size	Lot #	Label Claim/Cap	Honest Labeling	NOW Test (mg/cap)	Alkemist Test (mg/cap)	Avg % of Label Claim
aSquared FL	180 Veg Caps	RE9997-320-2A	500 mg/8%	No	43	44	9%
biodora Formula, GA	180 Veg Caps	BR675131-L2	400 mg Trans	No	19	17	5%
Clean Nutra Formula, CA	60 Capsules	VM2300316/1	300 mg	No	2	1	0%
Doublewood Supplements, PA	120 Veg Caps	2321501	250 mg/125 mg	Yes	122	130	100%
Dr. Martins Nutrition, NV	180 Veg Caps	R23354002	460 mg Trans	No	35	36	8%
EN Health, NY	90 Gummies	384248010901	750 mg/98%	No	6	5	1%
Fito Medic's, Columbia	180 Capsules	FEXPO194	45,000 mg	No	133	137	0%
GeneX Formulas, FL	90 Veg Caps	RE8057-170-1	500 mg/50%	No	242	256	50%
GriMed Formula, KY	90 Veg Caps	230304	200 mg Trans	No	10	11	5%
July 69, WY	60 Veg Caps	RVT231110-60	600 mg Blend	No	152	156	Inconclusive
MAAC10 FL	60 Veg Caps	M232684S	250 mg Trans	Inconclusive	238	246	97%
MECISCO Formula, OR	90 Veg Caps	M/MRES89C04/1-1000	500 mg Trans	Inconclusive	3	0	0%
MyPrimaVita Formula, GA	90 Veg Caps	PR6624-071-L1	333 mg Trans	No	14	16	5%
NasaBe'Ahava, FL	180 Veg Caps	130923	1000 mg/8%	No	45	43	4%
Nature Bell, CA	180 Veg Caps	P2311016	333 mg Trans	Yes	288	303	89%
NOW Foods, IL	60 Veg Caps	3339738	700 mg/350 mg	Yes	386	412	114%
Nutricost, Utah	120 Veg Caps	24031315	700 mg/350 mg	Yes	365	359	103%
NutriVein Formula, WA	120 Veg Caps	NV1023	302 mg	No	30	32	10%
Purely Beneficial Formula, CA	180 Veg Caps	NR6844-143-L1	302 mg	No	5	6	2%
Purest Vantage, FL	60 Veg Caps	RE6185-029-L1	300 mg/50%	No	157	144	50%
Purify Life Gummies, IL	60 Gummies	215011001R	5 mg	No	5	6	100%
Purity Labs, CA	90 Veg Caps	A24B011	675 mg Trans	No	10	13	2%
Simple Organics, DE	90 Veg Caps	SR6790-117-L1	400 mg Trans	No	14	16	4%
Super Natural GOODS, FL	60 Veg Caps	Illegible	302 mg Trans	Inconclusive	334	341	112%
Sylan, TX	180 Veg Caps	RAR1008	500 mg	No	44	51	10%



Teaveli 12 hour SR, 2.5X, CA	30 Veg Caps	142301023	333 mg	Inconclusive	107	101	31%
Thomas all-natural Remedies	120 Veg Caps	TR10427	400 mg Trans	No	27	28	7%
Toniq, IL	60 Veg Caps	23L0051	300 mg Trans	Yes	307	322	105%
We Like Vitamins, TX	180 Veg Caps	60231	500 mg/8%	No	40	43	8%
Zetelixia Gummies, CA	60 Gummies	Illegible	750 mg Trans	Inconclusive	0	0	0%

(Note: Regarding the discrepancy in lab-to-lab results, there will always be a level of deviation between labs due to various factors such as method differences, uncertainty, different analysts, instrumentation, etc. Even within the same lab, results are rarely identical.)

Both labs also used high-performance thin-layer chromatography (HPTLC) for internal testing to check if Japanese knotweed was used as a source of resveratrol. They compared the samples with verified Japanese knotweed reference material and assessed their similarity. This testing was carried out at Alkemist Labs alongside the HPLC testing. Most of the samples contained resveratrol extract with a purity of over 98%. In these cases, neither could confirm the botanical source. The results from both labs are shared below:

NOW HPTLC Testing Resveratrol Supplements August 2024		
Brand Tested for HPTLC	NOW HPTLC Result	Alkemist HPTLC Result
aSquared FL	Passes	Passes
biodora Formula, GA	Fails	Fails
Clean Nutra Formula, CA	Fails	Fails
Doublewood Supplements, PA	Passes	Passes
Dr. Martins Nutrition, NV	Fails	Fails
EN Health, NY	Cannot verify botanical source	Cannot verify botanical source
Fito Medic's, Columbia	Cannot verify botanical source	Cannot verify botanical source
GeneX Formulas, FL	Passes	Passes
GriMed Formula, KY	Cannot verify botanical source	Cannot verify botanical source
July 69, WY	Fails	Fails
MAAC10 FL	Cannot verify botanical source	Fails
MECISCO Formula, OR	Fails	Fails
MyPrimaVita Formula, GA	Passes	Passes
NasaBe'Ahava, FL	Passes	Passes
Nature Bell, CA	Cannot verify botanical source	Cannot verify botanical source
NOW Foods, IL	Passes	Passes
Nutricost, Utah	Passes	Passes
NutriVein Formula, WA	Fails	Fails
Purely Beneficial Formula, CA	Fails	Fails
Purest Vantage, FL	Passes	Passes
Purify Life Gummies, IL	Cannot verify the botanical source	Cannot verify the botanical source
Purity Labs, CA	Passes	Passes
Simple Organics, DE	Passes	Passes
Super Natural GOODS, FL	Cannot verify the botanical source	Cannot verify the botanical source



Sylan, TX	Passes	Passes
Teaveli12 hour SR, 2.5X, CA	Cannot verify the botanical source	Cannot verify the botanical source
Thomas all-natural Remedies	Passes	Passes
Toniiq, IL	Cannot verify the botanical source	Cannot verify the botanical source
We Like Vitamins, TX	Passes	Passes
Zetelixia Gummies, CA	Fails	Fails

“The results above further substantiate the fact that the market is saturated with unscrupulous companies that make false claims,” Richard said. “Consumers should be cautious when buying from lesser-known brands and opt for trusted, honest, and transparent brands.”

About NOW Health Group:

Founded by Elwood Richard in 1968 on the belief that natural is better, NOW Health Group (NHG) is still a family-owned company today. NHG comprises [Puresource](#), Canada’s leading national distributor and manufacturer of natural health products; [The Fruitful Yield](#), a chain of natural food stores in the Chicagoland area, and [NOW®](#), the largest division of the company and manufacturer of more than 1,400 dietary supplements, foods, sports nutrition, beauty & health products and essential oils that are sold in more than 100 countries. In addition, NOW offers nearly 200 skus through its health practitioner brand, [Protocol For Life Balance®](#). NHG has over 1,800 employees across North America. After more than 55 years in the natural products industry, NHG remains committed to its original mission – to provide value in products and services that empower people to lead healthier lives.

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