



Testing of SAM-e Brands on Amazon November 2024

NOW continued our quality testing program with a follow-up survey containing 48 SAM-e samples purchased on Amazon in October 2024. We chose to investigate SAM-e again because the product is expensive, and brands appear to cheat regularly with costly products such as SAM-e. This is the 19th round of market testing that NOW has performed, and we openly share these results with Amazon and the FDA hoping they will take action to stop these practices, and with consumers so they can make informed purchases.

NOW previously conducted a survey of suspicious SAM-e (S-adenosylmethionine) supplements purchased on Amazon in March 2020 and found all 11 products tested to be low potency, and two of those brands had zero potency. That was distressing, but not shocking. A lawsuit was filed in 2019 against several similar brands of SAM-e due to low potency, but that was eventually dismissed. (See www.truthinadvertising.org and search for SAM-e). We decided to gather a new round of samples from more brands and see if any brands corrected their false labeling claims. The chart below shows five repeat low-potency brands that continue to be widely sold on Amazon.

In October 2024, we purchased two bottles each of 24 suspicious SAM-e supplements on Amazon to test internally and externally at Eurofins labs. Some brands were chosen because they appeared to be mislabeled based on excessively high potency claims. We chose several in the gummy format, because SAM-e is unstable and can degrade quickly due to moisture and heat. We note that 48% of failing samples were found in Florida-based brands with some sharing matching or near-identical lot numbers.

SAM-e is an unstable compound and often enteric-coated to maintain stability. Ingredient supplier Gnosis by Lesaffre also makes a proprietary SAM-e from disulfate tosylate salt that is stable enough to avoid enteric coating. SAM-e potency is somewhat confusing to understand. It takes a minimum of 800 mg of S-Adenosyl L-Methionine Tosylate Disulfate to produce 400 mg SAM-e (S-Adenosyl L-Methionine). Some brands label full disclosure to include this, while others do not. It is not required but does help consumers fully understand what is in the product.

All samples were tested by High-Performance Liquid Chromatography (HPLC) at both NOW's and Eurofins' labs using a validated method for testing SAM-e based on the USP monograph for SAM-e. Here are some conclusions:

- NOW's product tested well above the label claim at 109% average. NOW adds significant overages to ensure full potency at expiration date.
- 20 of the remaining 23 samples failed potency testing (highlighted red in the table), and 16 of the remaining 23 brands contained less than 20% of labeled potency! Six brands contained ZERO potency at all, including both Gummy products.
- The five brands that failed testing in 2020 (highlighted yellow in the table) failed again, with one containing zero potency and three containing less than 20% of label claim. Repeated failures include aSquared, Healthy Way, Mono Herbs, Nasa B'Ahava, and Superior Health. Mono Herbs tested at zero potency for the second time in four years.
- Ojos Labs and Shevat Vitamins are located in Florida, and their samples share the same lot number. Both, likely made by the same manufacturer, contained less than 10% potency.
- aSquared brand is a repeat potency failure. In the past six years, NOW has tested 13 different lots of different products by aSquared, and every single product tested failed potency testing. This product was below 20% potency.

- The Natures Craft and Phytoral brands also had nearly identical lot numbers. Both tested below label claims on average but were close to full potency.
- The Spliferkou brand makes ridiculous potency claims. This product title claims to include an impossible 3,000 mg, and that is before doubling the SAM-e potency input needed to reach 1800 mg claim. Typically, large double 00 capsules can include a maximum of 1,000 mg, while adding up the claimed ingredients alone nets 2,350 mg per capsule. There is no physical way to reach the levels claimed for this product. Not surprisingly, this brand tested with zero SAM-e potency.
- One brand labeled in vegetarian capsules tested to contain animal gelatin. This was Florida Herbal Pharmacy, which also failed with zero potency.

SAM-e Amazon Products Tested November 2024

Brand of SAM-e	Size	Lot #	Potency Claim	NOW Results	Eurofins Results	Avg. Results
Actif American Health	60 Caps	Illegible	400 mg	46	29	37
aSquared, FL	90 Caps	15672	400 mg	72	68	70
Bestvite, CA	60 Caps	60524	200 mg	225	203	214
Bulk Supplements, NV	120 Caps	GC2403502	400 mg	181	172	177
Clear Formulas, FL	90 Caps	150823	500 mg	35	27	31
Colorful Energy, NY	60 Caps	231216221	400 mg	13	11	12
Florida Herbal Pharmacy	120 Caps	MI/SAMC/0524	500 mg	0	0	0
Healing Awakening, FL	90 Caps	140124	500 mg	35	31	33
Healthy Way, FL	90 Caps	100824	400 mg	40	37	38
InFusions, FL	90 Caps	200824	400 mg	41	40	40
Jovianoy Gummies	90 Each	60151DGJ-946	533 mg	0	0	0
Kanacoufce, CA	60 Tabs	HRW-01897391	600 mg	0	0	0
Mono Herbs UK/India	90 Caps	MH/SAMC300/0724	300 mg	0	0	0
NasaBe'Ahava, FL	90 Caps	150324	500 mg	54	49	51
Natures Craft, FL	60 Caps	0124128	200 mg	183	150	166
Natures Trove, NJ	30 Tabs	301086	400 mg	415	401	408
Newt Nutrition, FL	90 Caps	50431	500 mg	105	99	102
NOW	60 Tabs	3341247	400 mg	450	424	437
Ojos Labs, FL	60 Caps	040324	500 mg	48	46	47
Phytoral, FL	90 Caps	0124129	200 mg	203	181	192
Shevat Vitamins, FL	60 Caps	040324	500 mg	23	18	20
SHIZAM Gummies	60 Each	BWF6P	500 mg	0	0	0
Spliferkou, CA	60 Caps	WY-300-0815	900 mg	0	1	0
Superior Health, OH	90 Caps	2202041	200 mg	118	66	92