



Most Recent NOW® Tests on Products from Amazon Show Improvement but Quality Lapses Continue

Glutathione Products Testing Found Three Potency Failures and Two Heavy Metal Issues

Bloomington, IL (October 13, 2021) – The results are in on NOW’s latest round of testing lesser-known supplement brands purchased on Amazon, this time on Glutathione. Overall, quality is improved, though the tests found three potency failures and two heavy metal issues among the 19 brands tested.

As with prior analyzing, NOW performed one set of testing in the company’s own quality labs as well as independently at Eurofins. Both labs tested all products by HPLC analysis. NOW customarily includes its own brand in the group of products being examined.

Emily Bright brand labels Glutathione as 2000 mcg (not MG), which is only 2 mg per capsule. Skin Whitening Glutathione from Northern Crown Cosmetics makes no label claim for Glutathione despite the product’s name; only 20 mg per capsule was found. Eco-Taste, a new brand made and sold direct from China, had the lowest test result of all the brands tested.

NOW Glutathione Amazon Testing October 2021						
Brand	Size	Lot #	Claim per Cap	NOW Results	Eurofins Lab Test	Avg % Result
NOW Foods	30 Veg Caps	3198911	500mg	530mg	517mg	105%
Amazon Elements, WA	60 Veg Caps	AN4A13101	500mg	528mg	550mg	108%
Amazing Nutrition, NJ	60 Veg Caps	21053104 ?	500mg	396mg	400mg	80%
aSquared Nutrition, FL	200 Veg Caps	30312	250mg	234mg	251mg	97%
BioSchwartz Formula, NY	60 Veg Caps	5182076	250mg	262mg	270mg	106%
Eco-Taste, China	120 Caps	GG-210721	500mg	268mg	282mg	55%
Emily Bright Formula, DC	60 Veg Caps	0524212A	2 mg	2mg	1mg	75%
Fresh Nutrition, CA	90 Veg Caps	G21005003	167mg	236mg	239mg	140%
Health Thru Nutrition, NY	60 Veg Caps	2121 0201	500mg	535mg	529mg	106%
NasaBe'Ahava, FL	200 Veg Caps	20600	250mg	234mg	237mg	94%
Nutricost, UT	240 Gel Caps	21052016	500mg	519mg	551mg	114%
Nutriessence, NV	200 Caps	1032115	250mg	256mg	265mg	104%
Nutriflair, WA (Setria)	60 Veg Caps	L658933	350mg	337mg	355mg	100%
Nutrivein, WA (Setria)	60 Veg Caps	L659670	350mg	347mg	355mg	100%
Skin Whitening Glutathione	120 Veg Caps	72921NOW	??	22mg	19mg	N/A
Toniiq, IL	120 Veg Caps	20721	500mg	447mg	479mg	93%
Vitaraw Formula, CA	120 Veg Caps	210708	250mg	244mg	248mg	99%
Welessentials, CA (Setria)	60 Veg Caps	R0818	250mg	286mg	295mg	116%
We Like Vitamins, MI	200 Gel Caps	11062102	250mg	207mg	258mg	93%
Welluxa Lipo Formula, NV	60 Veg Caps	2BLG60	350mg	334mg	341mg	97%



Two brands failed heavy metal testing: Emily Bright and Northern Crown both tested above Prop 65 levels for lead. The other 17 brands were all below Prop 65 levels.

“The quality of these lesser-known brands purchased on Amazon is greatly improved, but we are still finding unacceptable lapses,” said Dan Richard, NOW’s Vice President of Global Sales and Marketing.

ABOUT NOW®:

Founded by Elwood Richard in 1968 on the belief that natural is better, NOW has grown from a small family operation into one of the most highly respected manufacturers in the natural products industry. Still a family-owned company today, NOW provides customers with a comprehensive approach to wellness by offering more than 1,500 dietary supplements, functional foods, sports nutrition, and health and beauty products. NOW is committed to offering safe, affordable products of the highest quality, and is a highly regarded advocate of natural products. After more than 50 years in the natural products industry, NOW remains committed to its original mission – to provide value in products and services that empower people to lead healthier lives. NOWFoods.com

Trade Press Contact:

Suzanne Shelton

Suzanne@Sheltongrouppr.com

847-922-5454