

USANA's Essentials® Earn ConsumerLab.com Certification

June 30 2011 *written by* Tim Haran

We at USANA will tell you our multivitamin, **The Essentials®**, is the best money can buy. Of course we'd say that, right (did you read about the importance of [in-house manufacturing](#))?

But last week **ConsumerLab.com, LLC**, a respected, independent third-party organization tested and approved USANA's flagship product, which became the latest of several USANA nutritional supplements to have been given the organization's stamp of approval.



[ConsumerLab.com](#), which tests health products for strength, purity and disintegration to determine whether the product is what it claims to be, verified that both components of The Essentials, a dual-bottle regimen of Chelated Mineral® and Mega Antioxidant® met or adhered to the following:

- Ingredient quality and quantity
- US Pharmacopeia standards for disintegration
- FDA labeling requirements
- Did not exceed California Prop 65 levels for lead contamination



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USANA's Essentials® tested and approved by
ConsumerLab.com, LLC

"We are proud to say that this and several other USANA products have consistently passed ConsumerLab.com's tests with flying colors," said Dan Macuga, USANA's vice president of marketing, public relations, and social media. "When you work as hard as we do to source the purest possible ingredients and maintain strict quality control and production standards, it's important to obtain third-party certification to help demonstrate your commitment to making effective, reliable products."

Rigorous Testing

Known for keeping health and nutritional companies honest about their product claims,

ConsumerLab.com has tested over 3,000 products since 1999. Many products that ConsumerLab.com

selects for testing fail. In fact, a recent study showed 1 in 3 vitamins tested by ConsumerLab.com was improperly labeled — typically because the product did not contain the amount of nutrients claimed on the label.

USANA is [NSF-certified](#) as following FDA Good Manufacturing Practices (GMP), as well as certified by [government agencies](#) around the world. USANA's [NSF "Certified for Sport"](#) products are used by both professional and Olympic athletes, and the [Women's Tennis Association \(WTA\)](#) recently conducted their own testing of USANA products, which are now the only health supplements approved for WTA player use.