

Why Natures Sunshine Quality Should Matter To You



I investigated the diversity, claims and quality approach of numerous herbal companies and selected Nature's Sunshine, not because of their business size, hyped marketing programs or excessive claims, but because this was a company that had established a strong proven reputation (since 1972) for quality, service and integrity.

Because of this, I have been independent distributor of Nature's Sunshine Products since 1994.

- **Natures Sunshine's** strength and focus is developing and delivering premium products that actually help people achieve their health goals and thus live better lives.
- **Natures Sunshine (NSP)** maintains and reinforces its tradition for premium quality and products beginning at the raw materials stage through to the finished products delivered to your door.
- **NSP invented the encapsulated herb industry in 1972** and has remained a pioneer since that time based on 3 simple principals: service, quality and integrity. Their R&D, Manufacturing and Quality Control are all built on this foundation.

"I firmly believe that despite all the excessive marketing hype about natural products and the many get rich/get well quick theories from so many companies, only Nature's Sunshine have **remained true** to its origins of quality, service and integrity!"

In fact, did you know that manufacturers with just a 10% herbal content can label their product natural! Nature's Sunshine delivers 100% herbal products that your body will recognize as food and will easily absorb for maximum nutritional benefit.

The nutritional density and maximized absorption translates into high consumer value.

Nature's Sunshine Herbs and Health Supplements - Leaving Nothing To Chance

What started out as a modest kitchen-table enterprise in Provo, Utah back in 1972 has today grown to become the leading company in the **herbs and health supplements industry**.

There are many reasons for Nature's Sunshine's success: personalized service by a network of dedicated, caring distributors; society's changing attitude towards traditional alternatives. But the number one reason people return to Nature's Sunshine time and again is due to the quality of its products. Quality is the hallmark which separates Nature's Sunshine products from all others.

1. **Quality begins in the fields** where only the finest herbs and raw materials are selected. Global sourcing of raw materials ensures the highest quality of products (plants) is chosen in each harvest season.
2. These raw herbs and vitamin/mineral materials are **then subject to a series of rigorous quality assurance checks throughout the manufacturing process**.
3. **Quality assurance** includes testing for environmental pollutants, pesticides, insect infestation, fungus and even radiation. Products arriving in Canada are tested once again in to satisfy the rules and regulations of the Canadian government.
4. The primary difference between Canadian and U.S. law is the classification of herbs and vitamins. Many nutritional products are categorized as "food" in the U.S., but deemed "drug" products in Canada. Another notable difference between the two countries is the type of testing required.
5. The Health Protection Branch (HPB) of the Canadian federal government requires shelf life and stability testing, where mandatory. **Nature's Sunshine Products**., works closely with a US and CA **quality assurance control consultant** to ensure the quality of its products is unsurpassed.

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Herbs, Health Supplements and Quality Assurance Right from the Beginning

All aspects of creating an encapsulated **herbal supplement** are monitored. Records are kept on each lot of raw materials so that each product can be traced back to its original source.

Once a product has been produced, it goes back into the lab for further testing. The finished product is examined to ensure that it has not been contaminated by the production procedure, and that the capsule weights are accurate. A sample is retained for reference and shelf life testing. If there is ever a question about its quality, this original sample can be referred to.

At Nature's Sunshine, **quality is not just a word** - it's a commitment to produce the finest quality products available. Here are some more of the extensive testing procedures carried out on every product.

NSP Manufactures Quality into each Herb and Health Supplement

Merely swallowing a vitamin tablet does not ensure that it will be digested and assimilated by the body. Only with strict attention to detail and extensive product testing does **Nature's Sunshine** ensure the quality and consistency of its **vitamin and mineral health supplements**.

Vitamin tablets are tested for disintegration and dissolution in a test that takes approximately 30 minutes under controlled conditions. The temperature and motion of the machine duplicates the passage of a tablet through the human digestive tract.

By adjusting the composition of the tablet and the pressure at which it is made, **Nature's Sunshine** can assure customers that tablets are manufactured hard enough to withstand normal handling, yet soft enough to dissolve in the digestive process.

Getting Physical with NSP Herbs and Health Supplements

Physical tests are another way **Nature's Sunshine** ensures a **quality health supplement**.

1. First, every new sample is compared with previous samples of the same supplement. Physical characteristics such as color, taste and odour are noted. These factors may vary slightly depending on the place and time of harvest or growing conditions of a particular herb, etc.
2. Herbs are examined at the cellular level to make proper identification of the herb and the correct plant part being used.
3. Another test involves analyzing the ash content of a sample of raw material. An herb sample is burned, then the ash residue is tested for foreign materials. Because dirt, sand or other foreign inorganic material does not burn, it can be seen under the microscope.
4. Still another way to test for foreign material is to use the flotation test. A sample of an herb is heated or treated to remove the oil. Because they are oil-like, insect parts, bird feather fragments and animal hairs will float into the oily layer.

In order to ensure uniformity of capsule weight, screen analysis is performed to ascertain the particle size of raw materials. Small particles will pack together significantly tighter than larger particles.

Such strict attention to quality is why Nature's Sunshine has the well deserved reputation as the leading company in quality herbal and nutritional supplements.

You choose quality when you choose Herbs and Health Supplements by NSP

By law, **the potency of all vitamin products at the time of manufacture can be no less than the claim made on the label-but what about after manufacturing!**

- **Over time vitamins lose some of their potency.** The longer they sit, the less potent they become. By the time they are warehoused, shipped and put on a shelf, they become less potent than when originally manufactured. **So you could be getting less than what you paid for.**
- **To compensate for this normal loss**, and to ensure that every customer gets what he or she pays for, **Natures Sunshine adds as much as 10 percent extra to its products--enough to maintain label potency for as long as two years** after manufacture! Even after the stated expiry date on the label you still receive full quality and value with every supplement.

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Only the real thing with NSP Herbs and Health Products

After going through various physical tests, raw materials are then submitted for chemical testing to determine, among other things, whether a sample is natural or synthetic, and whether it contains pesticide residue.

Raw materials that do not meet **Nature's Sunshine's high quality assurance standards** are refused and sent back to the supplier.

Protection from Pollution

As the environment becomes more polluted with toxins the need to identify contaminated herbs becomes critical. Vitamin and mineral products and herb samples are tested for toxic materials such as lead and arsenic, and for beneficial minerals such as iron and calcium. Another health danger posed by today's polluted environment is that of radioactive contamination. The Chernobyl incident is a good example. Because of the ominous danger of radiation contamination, **Nature's Sunshine** began routinely testing all its food products for radiation.

Natures Sunshine Herbs and Health Supplements Pass the Test

Nature's Sunshine has established an extensive microbiological testing protocol for each product designed to detect and identify harmful bacterial contamination.

As a consumer of herbal vitamins, minerals and supplements, you can rest assured that Nature's Sunshine has focused critical attention on its raw material harvesting through to their delivery to you that is far beyond any legal obligation to ensure you will receive a product that represents the best possible value to you



Abut Diane McLaren – Natural Health Practitioner

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Selection and Representation of Nature's Sunshine Products

"I researched the diversity, claims and quality approach of numerous herbal companies and selected Natures Sunshine Products in the 1980's not because of their business size, hyped marketing programs or excessive claims, but because this was a company that had established a strong reputation for quality, service and integrity. In 1994 I launched my natural health counselling practice.

Today, I strongly believe that despite all the excessive marketing hype about natural products and the many get rich/get well quick theories currently heard from so many sources, only Nature's Sunshine has remained true to its origins of quality, service and integrity!"

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