



BSCG CERTIFIED QUALITY

MARKETING & SEAL GUIDELINES

CONGRATULATIONS ON YOUR CERTIFICATION!

Congratulations on meeting the requirements of the BSCG Certified Quality program and thank you for trusting us as your third-party certification provider. We welcome you as a client and look forward to working with your team to market your certification and the Certified Quality seal in accordance with the guidelines herein. Our team stands ready to assist with press releases or other announcements of program participation.

BSCG represents the gold standard in third-party certification and testing in the nutrition industry and our programs are well regarded internationally. We encourage you to take advantage of product certification by highlighting it on packaging, marketing materials, advertising, press releases and media interviews, and on your website and social media platforms.

BSCG certification demonstrates your brand has gone above and beyond industry standards to ensure products meet quality specifications, are free of banned substances or other harmful contaminants that can lead to health concerns or positive drug tests, and has established a quality control process in compliance with Good Manufacturing Practices (GMP). The BSCG Certified Quality seal helps your brand build credibility and trust with retailers and consumers who are looking for premium quality products that have been verified by a third-party.

We want you to take full advantage of the marketing opportunities, but we ask you to do it responsibly. If you have elected to certify all the products in your line you can use the Certified Quality seal throughout your entire marketing platform. If you elect to certify selected products the seal and marketing may only be associated with those specific items.

Please follow the following guidelines as you work to market the BSCG Certified Quality program.



BSCG – GENERAL DESCRIPTION

The following general description of BSCG is available for use in your marketing efforts. You may use your own language, or make edits to the language below but we ask that it be pre-approved by BSCG before use. Hyperlinks are provided for website use, those may be removed for other purposes.



BSCG – THIRD-PARTY CERTIFICATION BUILT ON A LEGACY OF ANTI-DOPING IN SPORT

BSCG (Banned Substances Control Group) represents the gold standard in third-party certification and testing for the nutrition industry. BSCG's foundation is rooted in 25+ years of experience as a leader in Olympic and professional sport drug testing. World-renowned Olympic drug-testing pioneer Dr. Don Catlin, executive Oliver Catlin, and attorney Ryan Connolly founded BSCG in 2004 to offer reputable brands a third-party approach to distinguish products as free of banned substance concerns and provide athletes, military service members, first responders and consumers with assurance that products meet label claims and will not endanger health or lead to a doping violation. BSCG brings the Olympic standard in analytical testing to the nutrition and natural product industries. Explore more about [BSCG](https://www.bscg.org) here.



BSCG – CERTIFIED QUALITY PROGRAM DESCRIPTION

The following description of the BSCG Certified Quality program is available to use in your marketing efforts. You may use your own language, or make edits to the language below but we ask that it be approved by BSCG before use. Hyperlinks are provided for website use, those may be removed for other purposes.

BSCG – CERTIFIED QUALITY PROGRAM

Certified Quality is a third-party certification program designed to demonstrate product quality to retailers and consumers with annual testing. Annual testing includes BSCG’s industry leading banned substance testing menu covering more than 500 drugs, label claims, heavy metals, pesticides, and microbiological agents. The initial certification process includes a complete review of the product formula and ingredients and quality control process to ensure compliance with current Good Manufacturing Practices (GMP) or other relevant regulations in the region of sale. Many brands say they have the best quality, we prove it with the BSCG Certified Quality program!



The BSCG Certified Quality program is an annual quality check that addresses a range of consumer questions...

- Do the actual ingredients match what’s on the label?
- Does this product contain any banned ingredients or drugs?
- Are any harmful environmental contaminants present?
- Is there a strong quality control system in place?
- Does the product comply with GMP requirements?

BSCG Certified Quality gives you all the answers!



BSCG CERTIFIED QUALITY – KEY ELEMENTS

The Key Elements of the BSCG Certified Quality program are outlined below for easy communication with your team or for inclusion in your marketing material. You may use your own language, or make edits to the language below but we ask that it be pre-approved by BSCG before use.

KEY ELEMENTS INCLUDED IN BSCG CERTIFIED QUALITY THIRD-PARTY CERTIFICATION:

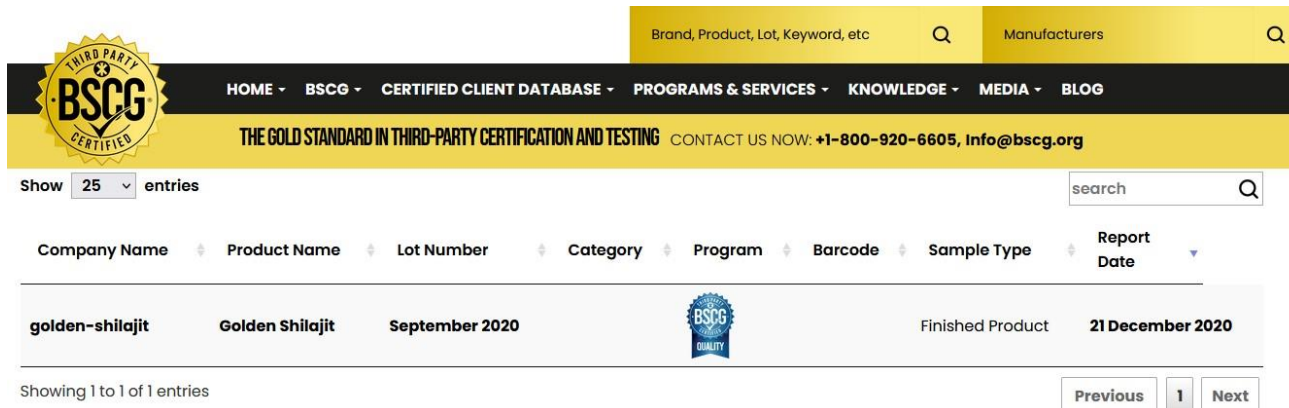


- Label Content and Ingredient Verification – Annual Testing
- Screening for 298 WADA Prohibited Substances – Annual Testing
- Screening for 209 Prescription, Over-The-Counter, and Illicit Drugs – Annual Testing
- Includes all Drugs in all Categories Required in Amazon Dietary Supplement Seller Central
- Testing for Heavy Metals, Pesticides, Microbiological Agents – Annual Testing
- All Testing Performed in ISO 17025 Accredited Laboratories
- Good Manufacturing Practices (GMP) Quality Control Process – Initial Audit
- Label, Claims, and Ingredient Compliance Evaluation – Initial Audit
- Supplier qualification, ingredient specifications and testing, finished product specifications and testing, adverse event reporting, and recall procedures – Initial Audit



CLIENT PAGE ON BSCG WEBSITE

BSCG provides each client with a page on our website to showcase your brand and participation in the BSCG Certified Quality program and drive interested parties to your website. It also provides a means for retailers and consumers to verify product certification and access test reports. The page includes a brief company description, displays your logo, links to your website, product information and categories, sales links, a contact name, an email address, a phone number, as well as a database with your certified products and corresponding lot numbers listed with reports hyperlinked (see example below). Your client page can be found by clicking on your logo on the [Certified Quality Clients page](#) or by using the database search tools on the BSCG website. We encourage you to provide a direct link to your client page from online marketing material that describes third-party certification in the BSCG Certified Quality program.



The screenshot shows the BSCG Certified Quality Client Database website. At the top, there is a navigation bar with the BSCG logo and menu items: HOME, BSCG, CERTIFIED CLIENT DATABASE, PROGRAMS & SERVICES, KNOWLEDGE, MEDIA, and BLOG. Below the navigation bar, there is a search bar with the text "Brand, Product, Lot, Keyword, etc" and "Manufacturers". The main content area displays a table of certified products. The table has columns for Company Name, Product Name, Lot Number, Category, Program, Barcode, Sample Type, and Report Date. The first entry is for "golden-shilajit" with the product name "Golden Shilajit", a lot number of "September 2020", a category of "Finished Product", and a report date of "21 December 2020". The BSCG logo is also visible in the table row. At the bottom of the table, there are navigation buttons for "Previous", "1", and "Next".

Company Name	Product Name	Lot Number	Category	Program	Barcode	Sample Type	Report Date
golden-shilajit	Golden Shilajit	September 2020		BSCG		Finished Product	21 December 2020

To have your Client Page set up please send the following to info@bscg.org or complete the Company Information Summary provided:

1. Company logo (High resolution jpeg preferred)
2. Company description (80 words maximum)
3. Company website address
4. Contact name
5. Contact phone
6. E-mail address
7. Sales links
8. Product images
9. Barcode Number



SOCIAL MEDIA

The world is a social place, and we want to part of your circle! In order to update your consumers on the latest supplement information and keep them informed about your product's certification, we encourage you to engage with BSCG via social media. We ask you to help us spread the word about the BSCG Certified Quality program by including it in content and social media messaging.

www.twitter.com/BSCGCertified



www.instagram.com/bscgcertified



www.facebook.com/BSCGCertified



Suggested Hashtags:

#BSCGCertified #CertifiedQuality #qualitysupplements #premiumnutrition #thirdpartycertified



THE SEAL

The BSCG Certified Quality seal represents an ongoing commitment to product quality above and beyond industry standards. BSCG's highly regarded certification seals help establish a product's safety and quality, as well as a company's credibility and commitment to the highest standards. Consumers, more concerned than ever about health and wellness, have been shown to be increasingly aware of third-party certifications and look for them when deciding what to purchase. The BSCG Certified Quality seal below is available for use in accordance with our certification program agreement and terms and the guidelines herein. Any other use of the seal or modifications thereof must be approved by BSCG in advance.



PLEASE ADHERE TO THE FOLLOWING GUIDELINES WHEN USING THE BSCG CERTIFIED QUALITY SEAL.

- BSCG Certified Quality seal may only be used in blue/white or black/white and white/black color combinations, no other modifications are allowed without permission.
- Seal may only be used in association with product(s) for which BSCG has issued a certification, annual testing is required to maintain certification.
- Seal may only be used on packaging for a product that has received BSCG certification.
- Seal may be used in marketing materials and website content in such a way that it is clearly associated only with products that have received certification.
- Seal can only be used in general marketing for a brand if the entire line of products have received certification.
- No similar or potentially confusing mark or text shall be used on any product nor in the marketing of any product not certified by BSCG.
- Client agrees to send BSCG a sample of packaging displaying the use of the seal.



FONTS USED IN SEAL

FONT NAME
Bebas

VERSION
Bebas version1.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890...; ' " (!?) + - * / =

THE SEAL COLORS

The BSCG Certified Quality seal is available in blue and white or black and white color combinations as shown here. Any other changes to the seal or color combinations must be approved by BSCG prior to use of the seal.



THE DO'S AND DON'TS OF BSCG CERTIFIED QUALITY



Do's



Don'ts

- **Do** use the BSCG Certified Quality seal in association with products that have been certified
- **Don't** abuse the seal by using it in association with a product that has not been certified
- **Do** use the seal to showcase your commitment to quality, transparency, and product integrity following the guidelines outlined herein
- **Don't** use older versions of the seal, make custom modifications to a seal, or create your own
- **Do** share why third-party certification from BSCG sets your product apart by going above and beyond industry quality control standards to provide proven quality products to consumers
- **Don't** assume your own internal quality standards and responsibilities no longer matter
- **Do** help us market the BSCG Certified Quality program to retailers and consumers interested in product safety and quality
- **Don't** market the Certified Quality program annual testing for anti-doping protection, that is what our Certified Drug Free program is for that tests every lot for banned substances
- **Do** describe certification as annual verification that products meet quality specifications and are free of contaminants and banned substances
- **Don't** suggest that certification is a 'guarantee' of product safety or drug testing protection
- **Do** use the BSCG Certified Quality seal and represent the key elements included in the program
- **Don't** confuse BSCG Certified Quality with other programs like BSCG Certified Drug Free
- **Do** describe that annual testing includes our industry leading drug testing menu covering more than 500 banned substances in sport or other illicit, OTC and prescription drugs that may infiltrate products
- **Don't** describe products as being 'WADA approved' or approved by other anti-doping authorities
- **Do** point your customers to your BSCG page on our site where your certified products are listed
- **Don't** sit idly by and do nothing to market participation in BSCG Certified Quality





WE ARE HERE FOR YOU!

BSCG is here to answer questions from your marketing team as well as customers or athletes, teams and leagues you might be working with, through email or phone. We are also more than happy to provide materials to support presentations or education about the supplement industry, drug testing in sport, or the intersection between the two.

BSCG PHONE NUMBER: 800-920-6605

BSCG EMAIL: info@bscg.org

Thank you for selecting BSCG as your third-party certification provider and for representing your participation in the BSCG Certified Quality program with consideration to these Marketing & Seal Guidelines.

