

PRESENTING THE INTERNATIONAL TEAM NEWSLETTER

We are pleased to introduce our Natrol International newsletter, aimed at providing you with useful information about the Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

SPOTLIGHT



Natrol is proud to introduce Mohammed Rahman, our Senior QA/QC Manager. Mohammed has worked for more than 25 years in the Quality field for different manufacturing sectors, and is keenly aware that strong QA/QC processes are essential for delivering products that live up to consumer expectations for effectiveness and safety. Using the extensive background of our entire Quality team, Natrol consistently produces high-quality supplements that surpass the FDA industry standards of 21 CFR Part 111.

QUALITY

What Is Quality?

Within the dietary supplements industry, the word quality first and foremost it relates to the products offered by a business. Quality can also refer to the performance of the manufacturing system (i.e. high-quality processes) or the experience of a client when interacting with business providers (i.e. high-quality customer care),

Quality is a key financial incentive for businesses, as consumer demand for high-quality products drives commerce. Customers will proactively seek out high-quality goods and services, and are willing to pay more for the assurance that products are manufactured in accordance with the highest industry standards. The US supplements industry currently follows federal requirements for quality as established in the Dietary Supplement Health and Education Act of 1994 and enforced by the US Food and Drug Administration (USFDA). Each different country will likewise have its own quality requirements and its own national health authority equivalent to the FDA.

USFDA Regulatory Authority to Ensure Quality Compliance

The USFDA does not directly certify supplements or supplement companies for 21 CFR Part 111 compliance. Instead, the FDA monitors the supplement marketplace through facility inspections, undercover buys, label reviews, adverse event reporting, and product testing. If products or businesses are detected as noncompliant with requirements, the FDA has the enforcement authority to recall products or even shut down businesses altogether. Therefore federal and state regulatory compliance for quality are requirements that supplement companies should take very seriously.

The supplement industry relies on 3rd party Good Manufacturing Practices (GMP) certification agencies to help businesses test and maintain compliance with FDA requirements. Some of these certification agencies include NSF International, Natural Product Association, US Pharmacopoeia and others.

Principles of Quality in International Sales

1. Natrol works to understand all applicable rules in each sales market, adapting operations in compliance with market requirements
2. Guided by the regulatory compliance team, Natrol follows all international market rules when designing, assembling and shipping products
3. Natrol conforms to the highest quality standards of each market, using USFDA regulatory standards as the baseline compliance threshold



The Quality Department

Federal requirements for supplements are complex and difficult for businesses companies to manage without dedicated staff. Quality divisions of supplement businesses are organized into Quality Control and Quality Assurance subcategories.

Quality Control (QC)

QC is the system by which a company maintains product standards, via testing throughout the manufacturing process. There are many qualities to test for in supplement products, usually described in a product specification sheet. Federal requirements for supplement products require that each product take consideration of the following aspects when establishing product specifications: identity, potency, strength, composition and contamination. Typical QC monitoring tests throughout the manufacturing process might include: equipment sanitation testing, powder blend homogeneity testing, capsule weight testing, and packaging machine output testing. On-going QC testing might include raw material identity, potency and microbiological contamination testing, and finished product stability testing.



Quality Assurance (QA)

QA is the maintenance of standards for products and manufacturing, through attention to detail at every level of the production and delivery process. If QC is concerned with detecting problems during manufacturing, QA is concerned with preventing problems through the establishment of rigorous system controls. QA is responsible for standard operating procedures (SOPs) which ensure the quality of manufacturing processes and products. QA ensures employees learn relevant SOPs by conducting training programs for all staff members. QA maintains the system of control records that document steps and details of the receiving, manufacturing and shipping processes. QA conducts internal audits, which test whether the quality system is properly implemented. If there are any manufacturing or systemic deficiencies observed, QA is involved with the implementation of corrective measures to prevent future incidents. QA responsibilities may extend even to protocols for maintenance and janitorial departments, as facility cleanliness and machine efficiency adversely affect product quality unless properly managed.



Perspectives on Quality

Natrol Customer Care Department Manager: *“I like to think of quality in terms of (1) making sure the product has the highest quality ingredients/standards, and (2) making sure our clients have the highest quality experience with Natrol so they value our business.”*

Natrol Sales Manager: *“Without quality we would not have any reputation to base our sales on... in a very real sense quality gives us the legitimacy to sell products.”*

Natrol Research & Development Manager: *“Raw Material quality is a major consideration; with label specifications we have ‘promised’ that each product will deliver something to consumers, and the quality process ensures that we deliver on that promise.”*

Natrol Marketing Brand Manager: *“Quality helps us with our label development, and is key to preparations prior to launching products.”*

Natrol International Sales Manager: *“Quality considerations are infused throughout our interactions with customers around the world.”*

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