Amazon dietary supplement compliance

What sellers need to know

16 June 2026

1. Our Presenters

Noah Morgan
Operations Director
Champaign, IL

Yahsin Chen
Technical Account Manager
Champaign, IL

Agenda

01 The role of TIC*

02 Overview

03 The Requirement

04 Verification Process

05 Label Review

06 Testing

07 Current GMP Certificate

08 Product Family

09 Report

10 Non-compliance

11 Prohibited Products

12 Summary

13 Q/A Session

* Testing, Inspection and Certification

01. The role of TIC

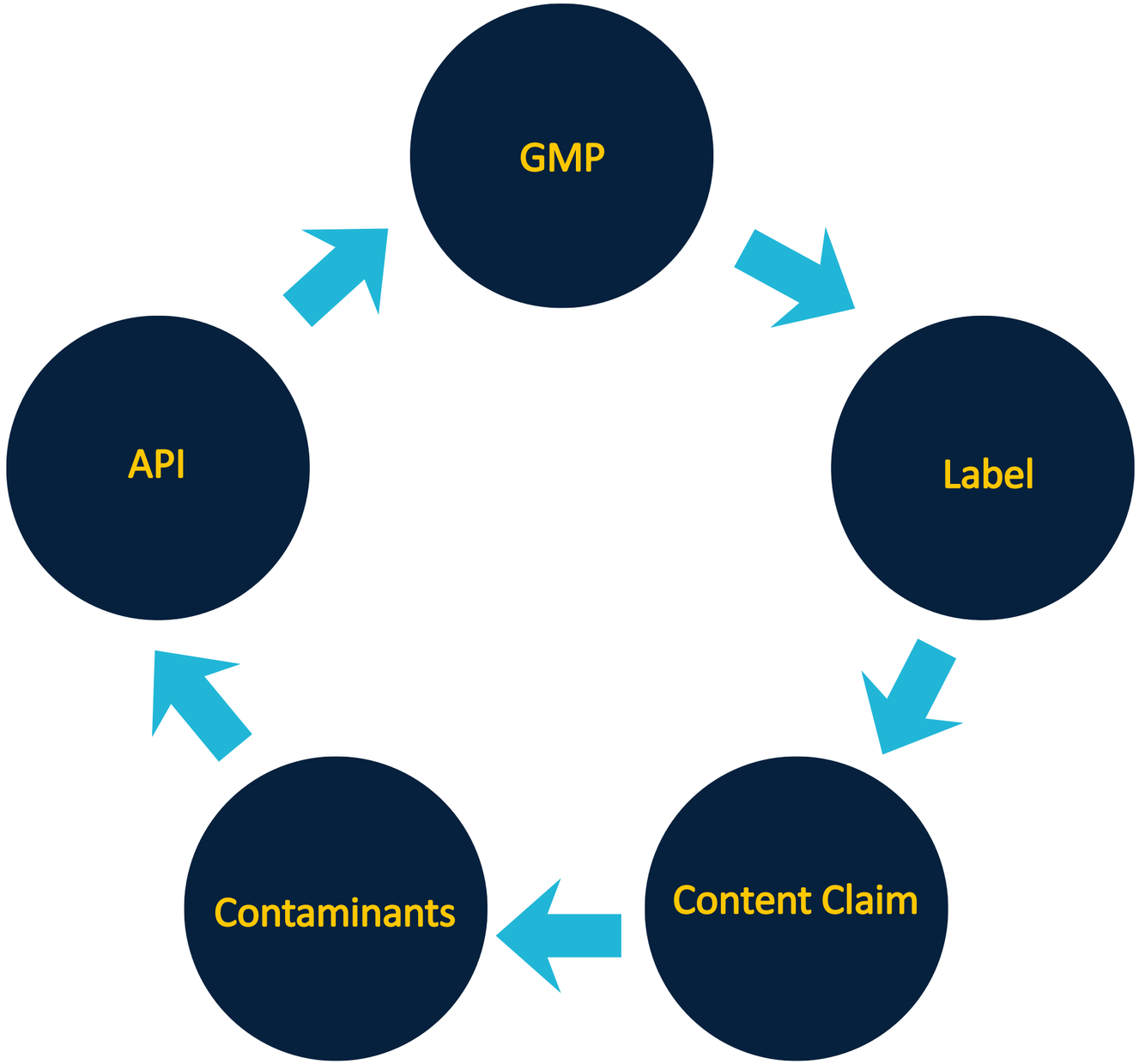
Total Quality. Assured.

We help dietary supplement sellers meet Amazon’s compliance requirements with precision, pace and confidence — reducing risk and avoiding listing delays.

02. Overview

Purpose of Amazon’s Dietary Supplements Policy

Importance of consumer safety and compliance



03. The Requirement

Amazon does not accept compliance documents directly from sellers

Sellers must work with an Amazon-approved **Testing, Inspection & Certification (TIC)** organization. Intertek verifies documentation and conducts the necessary testing.

- Core components make up the requirements
- Compliance is verified — not self-declared
- An approved TIC partner is mandatory

04. Verification Process

Each party plays a defined role in keeping the marketplace safe and compliant.

AMAZON	INTERTEK	SELLERS / BRANDS
• Protects marketplace integrity • Deactivates non-compliant ASINs*	• Testing • Inspection • Certification	• Manufacture in cGMP*-compliant facilities • Ensure product legality & safety • Maintain accurate labeling • Submit compliance documents • Use approved testing labs • Keep records updated

*Amazon Standard Identification Number

*Current Good Manufacturing Practice

05. Label Review

Labels must clearly show every required element

Show the entire product label (all sides) and follow U.S. FDA regulations.

- Supplement Facts panel & ingredient list
- Product name
- Manufacturer / company name
- Lot number & expiration date
- FDA disclaimer and product warning
- Unit count of the dietary supplement
- No unauthorized disease claims
- Compliant with all FDA regulations

Label Review cntd.

Listings & images must NOT include

- The FDA logo, or "FDA approved" claims without official approval
- Disease claims — to diagnose, cure, treat or prevent disease
- Comparisons to controlled substances or Rx drugs ("GLP-1", "Viagrex")
- Anabolic-steroid-style claims such as "Legal Steroids"
- "Tester", "not for retail sale" or "not intended for resale" labels
- Disease names hidden in keywords
- Weight claims that don’t match the Supplement Facts panel

06. Testing

Testing by an ISO 17025 laboratory

Test reports must be completed within the last 6 months.

Contaminants

Heavy metals, microbiological, pesticides & THC — NSF/ANSI 173-2024, USP <561>, <2021>, <2022>, <62>

Content claims

≤ 5 ingredients: test all 5 · > 5: add 5 more. Class I ≥ 90%,
Class II ≥ 70% of declared value

Testing cntd.

High-risk categories under NSF/ANSI 173-2024

The American National Standard for Dietary Supplements applies additional scrutiny to these categories.

- Bodybuilding
- Joint health
- Sexual enhancement
- Sports nutrition
- Weight management

API (Active Pharmaceutical Ingredient) screening also applies to high-risk products.

07. Current GMP Certificate

Manufacturers must hold a valid cGMP certificate

Accreditation issued under ISO 17065, 17020 or 17021, following 21 CFR 111 or 117.

Accepted Standards

- SQF Dietary Supplements Code (Ed. 9)
- ISO 22000 · Codex (CXC 1-1969)
- GRMA / NSF-ANSI 455-2
- BRCGS Issue 9 · FSSC 22000 v6
- SSCI · IFS Food v8

NEW global updates: EudraLex Vol. 4 (EEA), PIC/S PE009-17, Korea MFDS, Health Canada site license

08. Product Family

Product family:
A group of product similar formula with a Parent ASIN

Test reports must be completed within the last 6 months.

With Child ASIN made with same manufacturer

- Packaging size
- Different flavors

09. Report

Summary of a report issues as **Pass/ Fail** share with Compliance Central and Selling partner

10. Non-compliance

Four severity levels & resolution paths

Level	Severity	Path	Description
Level 1	**Critical**	No Path	Fundamental safety failures with no remediation pathway
Level 2	**High**	Path	Immediate safety concerns requiring action
Level 3	**Medium**	Path	Non-safety-critical issues requiring product rework
Level 4	**Low**	Path	Non-safety-critical impact requiring future correction

Failure resolution:
Selling partners submit a CAPA (Corrective Action / Preventative Action) plan to Intertek. Once resolved, reinstatement is initiated.

11. Prohibited Products

Products you can’t sell under the policy

- Supplements named in an FDA recall or safety alert
- Misbranded products with false or misleading labels
- Products in an FDA warning letter
- Controlled substances — CBD (Schedule I), DEA "List I"
- Unapproved drug / prescription-only ingredients
- Peptides (BPC-157, Ipamorelin, TB-500, CJC-1295)
- GLP-1 receptor agonists
- Skin patches marketed as supplements / detox
- Adulterated or unsafe products (pure powdered caffeine)
- Ingredients from protected / endangered species
- Sexual enhancement & weight-loss in single/double-pill packs

12. Summary

1. **Partner with an approved TIC**

   Amazon won’t accept documents directly — Intertek verifies and tests on your behalf.

2. **Get your labels right**

   Show every required element and avoid prohibited or unauthorized claims.

3. **Test through ISO 17025 labs**

   Within 6 months, covering contaminants and content claims to acceptance criteria.

4. **Maintain valid cGMP**

   Hold an accepted certification and track recent global updates.

5. **Have a CAPA plan ready**

   Most non-compliance levels offer a remediation path to reinstatement.

Questions?

intertek
Total Quality. Assured.

+1 217 352 6060

amazon.supplements@intertek.com

intertek.com/food/amazon-suppliers-dietary-supplements-compliance-verification/


intertek
Total Quality. Assured.