



herbs ~ vitamins ~ health ~ nature's sunshine

Not All Herbs and Vitamins are Created Equal... That's Why We Use & Recommend Nature's Sunshine Products...

Have you ever taken vitamins or herbs that don't seem to work? Here's why...

Over a thousand companies produce or manufacture dietary supplements in the United States today. More than 85% of the brands on the market are made by small, contract manufacturers. They put pretty labels on bottles and sell them to big box stores, warehouse clubs and other companies that sell but do not make or test their own products. These sellers are not responsible for their own quality. *As a result, a lot of poor-quality products are on the market.*

There is a huge gap between bad products and good products. And, there is a big gap between the good products and Nature's Sunshine highest quality products.

Quality is not an accident. It doesn't just happen! Nature's Sunshine spends millions of dollars every year plus a lot of time, effort and expertise, assuring that they offer the highest quality products. Sometimes quality can mean the difference between life and death. Many of Nature's Sunshine distributors found Nature's Sunshine products because of a critical health issue.

Do you know what's in your herbs & vitamins?

Raw botanical materials are paid for by weight. Some suppliers will grind up dirt, stems and rocks that are attached to botanicals because it adds weight (milligrams) to the capsule. It also lowers the amount of beneficial active ingredients. NSP routinely rejects these adulterated raw materials.

Nature's Sunshine products provide you with the highest quality supplements in the world

NSP was built on quality... Quality is built into the entire process from the fields where the botanicals are grown, through the harvesting, cleaning, processing, to the moment the product goes out the door. You won't find a speck of dirt in any NSP supplement! All ingredients go through testing, testing, and more testing ~ 600 tests are used to ensure purity and quality at Nature's Sunshine.

Nature's Sunshine designs and manufactures their own products. They are in charge of their own quality and they know what they put into every bottle.



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Nature's Sunshine Products are Pure

Purity testing is absolutely critical. One aspect of purity testing includes making sure that the correct species of the plant and the correct part of the plant that offers the most health benefits is obtained. A few years ago, NSP tested a sample of St. John's Wort that was purchased from a large national retail store. The testing revealed it was the wrong species of St. John's Wort. That particular bottle may have been inexpensive, but it was also an ineffective product. Nature's Sunshine has the labs, and they test every material. You can be guaranteed that you will get the correct species and the correct part of the plant.

Purity testing also guarantees that you get what is listed on the label and nothing else. What else might you get with lower quality brands? Try dirt, rock, or insects. NSP's suppliers say that if they can meet NSP's standards, they can meet any standards because NSP's are the highest in the industry. NSP pays more to the suppliers because they require the raw materials to be cleaned. This is an extra step in the harvesting process, but NSP isn't looking for the cheapest raw materials, they are looking for the purest raw materials.

Nature's Sunshine Products are Safe

Our customers are concerned about their health. Many have compromised immune systems. Offering safe products is essential, and NSP has built their reputation on this. NSP tests for foreign materials, micro-contaminants such as salmonella and E.coli. When harvested, botanicals need to dry properly; if they are milled while wet, they are susceptible to yeast and mold. NSP tests for this, in addition to testing for heavy metal contamination, pesticides, herbicides, fungicides, and PCB.

Even organic material requires extensive testing because pesticides can travel in the air. The recent E. coli outbreak in Germany that killed over 30 people came from an organic sprout farm. An organic label isn't a guarantee of safety. An NSP label, backed by extensive testing is your safety guarantee.

Nature's Sunshine Products are Potent

Potency testing guarantees that every lot is going to have the same beneficial active constituents in the same beneficial amounts. A potent product assures consistent results. Some examples of recent rejections:

~ An incoming lot of Slippery Elm failed the gel test, which means it didn't meet activity criteria. The inner bark of slippery elm is the active ingredient. In this case, the inner bark was mixed with the outer bark and it didn't have the correct activity and potency levels. So it was rejected.

~One particular lot of oat straw was rejected for mercury and dirt contamination.

~A shipment of ginseng contained the pesticide quintozone and was rejected.

A disease healed naturally leaves a person stronger

Nature's Sunshine herbs:

~Are pharmaceutical-grade whole food supplements

~Exceed nutraceutical standards

~Are Tested with over 600 quality assurance tests

~Ensure the highest standard of purity and effectiveness