

Consumer Corner

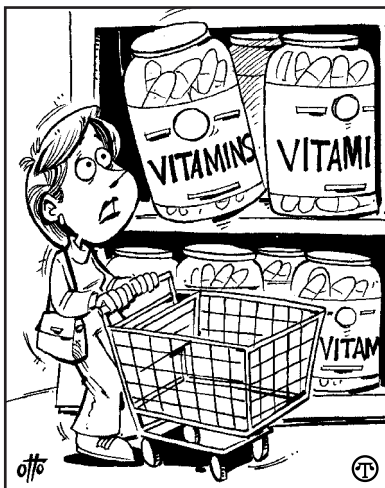
How to Be A Savvier Supplement Shopper

(NAPSA)—You shouldn't have to be a certified nutritionist to understand the vitamin and nutritional supplement aisle in your local supermarket. With all the choices and claims, choosing the right brand can seem daunting. Below are a few tips to keep in mind to help you make a well-informed decision when shopping.

Larger Companies Can Ensure Quality. Larger, established brands have state-of-the-art equipment and manufacturing facilities, as well as qualified experts to ensure that your nutritional supplements have been researched, tested and manufactured under optimal conditions. Look for a sizable company with a long heritage. For example, Schiff has a 60-year history in the nutritional supplement industry and calls out this fact on its labels.

Research Before You Shop. Researching a brand or product's industry recognition can help to narrow your choices at the supermarket. Nutritional supplements that meet certain qualifications can be awarded with seals of approval from recognized industry associations. The National Nutritional Foods Association (NNFA), for example, creates standards and procedures for regulation assuring quality, safety, and integrity of nutritional supplements. Adhering to a set of Good Manufacturing Practices (GMP) guarantees quality standards in manufacturing and distribution.

What's On The Packaging? Look for product guarantees on the label and ways to gather additional information about the company or brand. Many products list Web sites or 800 numbers on the packaging that consumers can



With a few tips, you can navigate your supermarket's vitamin and supplement aisle with ease.

access for additional information about the product, its benefits and serving recommendations. Labels should be clear and legible and bear the government standard Supplement Facts panel.

Know What You Need. Trying to identify the best product for your particular health needs can be a time consuming and puzzling process. A growing trend among the more reputable supplement brands is to feature labeling that highlights the wellness concern or the body system the product is intended for, such as joint/bone health, the immune system or cardiovascular care. This helps retailers stock shelves in more accurate groupings and helps consumers find what they're looking for at a glance.

More information about Schiff nutritional supplements is available online at www.SchiffVitamins.com or by calling 1-800-526-6251.