



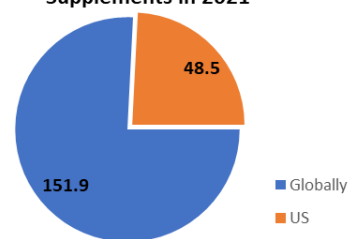
# BOTANICAL INGREDIENTS & DIETARY SUPPLEMENT INTEGRITY



Dietary supplements describe a class of products intended to enhance nutritional intake and/or ensure that an individual gets enough of the vital substances the body needs to function. In 2021 the market for botanicals and dietary supplements, according to consumer sales, was \$48.5B in the US and \$151.9B globally.

There is no consensus among countries on how botanicals and dietary supplements are regulated. As a result, there continue to be ongoing efforts across the botanical and dietary supplement community to ensure quality and integrity of the botanical ingredients and dietary supplements. Due to heightened consumer awareness and interest, there has been an increase in initiatives (i.e., the “Tested to be Trusted” program and Certificates of Analysis (COA) requirements), which has caused a need for structure and standards to encompass these regulations and guidelines, especially with the new types of products, various dosages, and forms of delivery.

Consumer Dollars (USD), Billions, Spent on Botanicals and Dietary Supplements in 2021



AOAC INTERNATIONAL has 20 years of experience in providing analytical solutions for the botanical ingredient and dietary supplement sector. To address the new and ongoing analytical challenges in this industry, AOAC has developed a new Botanical Ingredients and Dietary Supplement Integrity (BIDS I) program. The vision for this program is to gain enough financial support from an Advisory Panel to initiate multiple workstreams that instill confidence in test data and address the various needs under the following pillars:

- Standards Development – component analysis, multi-component analysis, matrices, agricultural contaminants, and validation and verification criteria.
- Ingredient and Product Authenticity and Integrity – sampling, reference materials, next generation technologies and applications, and supply chain traceability.
- Education and Training – manufacturers and retailers, method developers, laboratory analysts, ERP orientations, and instructional webinars and seminars.
- Method Development and Implementation Criteria – AOAC Consulting Service, *Performance Tested Methods<sup>SM</sup>* certification, *Official Methods of Analysis<sup>SM</sup>*, and Proficiency Testing.

Becoming an advisory panel member offers the opportunity to prioritize your needs, drive the development of internationally recognized performance standards, ensure that all testing data provided in a COA is accurate and reliable, which will translate into consumer safety and trust, and much more.

## CONTACT INFORMATION

Deborah McKenzie  
Senior Director, Standards and Official  
Methods  
Tel: 301-924-7077; ext. 157  
dmckenzie@aoac.org

Alicia Meiklejohn  
Director, Business Development  
Tel: 301-924-7077; ext. 101  
ameiklejohn@aoac.org

Get Involved

