



NOW Reports New Testing of CoQ10 & Quercetin from Brands on Amazon April 2022

NOW continued both internal and external product testing of unfamiliar brands found on Amazon. We retested eight brands of CoQ10 to see if brands that were low potency in previous testing had improved. Unfortunately, the same serious problems remain for seven out of eight brands tested. Additionally, as shown below, we found brands cheating by misrepresenting potencies through deceptive labeling tricks. NOW purchased three samples of each product below and tested by HPLC both internally and externally at the highly regarded Eurofins labs. It is apparent by looking at lot numbers and bottle types that the same manufacturer is supplying multiple brands with the same fraudulent products – see below Florida brands. Some details include:

- aSquared, Clear Formulas, Foxy Doc & Healthy Way brands all mislabel their product as "400mg/6%" potency. This is deceptive when the front panel says "400mg" potency and the Amazon title says "CoQ10 400mg Max Strength". The customer gets less than 24mg CoQ10 per capsule.
- NOW previously tested a variety of CoQ10 brands on Amazon in 2017, 2018 & 2020 with similar failing results. aSquared, Healthy Way, NasaBe'Ahava & We Like Vitamins were all under 35% potency in 2020 as well.
- Seven out of eight brands tested had less than 30% of the potency claimed!
- NOW has reported these findings to Amazon directly, as we did previously, but the problem products continue to be sold, and often as a "Sponsored" (paid marketing) featured products.
- Perhaps most alarming, three of the eight brands claimed to be in vegetarian capsules, but testing both at NOW and at Eurofins confirmed gelatin was used. The failing brands are Clear Formulas, Healthy Way and Sundhed.

Supplement Facts		Supplement Facts	
Serving Size: 1 Vegetable Capsule Servings Per Container: 200		Serving Size: 1 Capsule Servings Per Container: 200	
Amount Per Serving	%Daily Value	Amount Per Serving	%DV
Coenzyme Q-10 powder (yielding 6% Ubiquinone-10)	400 mg **	Coenzyme Q-10 Powder (equivalent to 6% CoQ10)	400 mg *

NOW Re-Testing for CoQ10 Amazon Brands April 2022						
Brand Tested	Size	Lot #	Claim/Cap	NOW Results	Eurofins Results	Avg % Results
aSquared Nutrition, FL	100 Vcaps	30465	400mg/6%	20 mg	23.6 mg	Mislabel
Clear Formulas, FL	200 Vcaps	30620	400mg/6%	23 mg	23.3 mg	Mislabel
Foxy Doc, PA	200 Vcaps	30611A	200mg/6%	9 mg	10.9 mg	Mislabel
Healthy Way FL	200 Vcaps	30442	200mg/6%	11 mg	12.4 mg	Mislabel
NasaBe'Ahava, FL	200 VCaps	30662	200mg	11 mg	12.1 mg	6%
NutriONN, OR	120 Vcaps	CQ210710	200mg	199 mg	198 mg	99%
SUNDHED, FL	60 Vcaps	30520	400mg	21 mg	21.8 mg	5%
We Like Vitamins, TX	120 Vcaps	CQ60050	200mg	54 mg	53.4 mg	27%

We next chose to test a larger group of Quercetin supplements. The reason we chose Quercetin is demand increased greatly during Covid-19, and raw material costs jumped significantly. We felt that if brands were to cheat with potency, a product like Quercetin might be more likely to include less Quercetin than is on the label. Additionally, *Quercetin dihydrate* 95% is the raw ingredient used in supplements and some brands claim "400mg Quercetin", while others may claim "420mg Quercetin dihydrate" and the potency is identical. Some brands label as "Quercetin dihydrate" in order to show a higher label claim, although this is not normal.



Quality brands such as NOW input at least 10% overage Quercetin dihydrate in order to compensate for Quercetin dihydrate being 95% Quercetin. This assures customers that full potency label claims are met. Unfortunately, many brands do not do this and below shows what we found with internal testing and, again, by Eurofins, as a leading outside laboratory.

- Two brands labeled Quercetin deceptively by stating “18% potency”. Same trick as done with CoQ10.
- NasaBe’Ahava brand is a repeat violator, labeling Quercetin as “Each capsule contains 500mg Quercetin Dihydrate (20% potency).”
- Cadane brand, made in India, mislabels as 100mg Quercetin 10:1 extract, equivalent to 1000mg. Testing showed this brand to be one of the very worst for potency results with only 4% of claim.
- 20 out of 24 brands (in yellow) tested below 90% label potency and 14 out of 24 brands actually tested with less than 50% of labeled potency.
- Two out of 24 brands tested revealed lower cost gelatin capsules were used when the labels declared vegetarian/cellulose. Doublewood Supplements and NasaBe’Ahava both contain gelatin.
- NOW plans to send a copy of this report to Amazon, NPA trade group, FDA and FTC. Low potency brands do harm to consumers everywhere, as well as to honest businesses that make and sell quality products. NOW has conducted reporting like this since 2017 and, unfortunately, the cheating continues.

NOW Testing for Quercetin Amazon Brands April 2022						
Brands Tested	Size	Lot #	Claim/Cap	NOW Results	Eurofins Results	Avg % Results
Amazing Formulas, NJ	120 Vcaps	AV-22020203	500mg	331 mg	337 mg	67%
Ancient Bliss, TX	120 Caps	AQ6219	500mg	98 mg	101 mg	20%
aSquared Nutrition, FL	120 Vcaps	30454	500mg/18%	96 mg	96 mg	19%
Balance Breens, MI	120 Vcaps	P210200/3	500mg	440 mg	441 mg	88%
Cadane Organic, INDIA	60 Vcaps	MI/CQESC08/1-500	100mg	0.8 mg	7 mg	4%
Doublewood Supp., PA	120 Vcaps	2109314-2	500mg	393 mg	371 mg	76%
Forest Leaf, NY	90 Vcaps	2021-13666	250mg	257 mg	268 mg	105%
GADE Nutrition, FL	120 Vcaps	100051	250mg/95%	55 mg	52 mg	21%
Global Healing, TX	60 Vcaps	29K21C	250mg	92 mg	85 mg	35%
Luma Nutrition, CA	60 Vcaps	22021-2	250mg	310 mg	263 mg	115%
MT. Angel Vitamins	300 Vcaps	72436	265mg	282 mg	267 mg	104%
NasaBe’Ahava, FL	200 Vcaps	30515A	500mg/20%	124 mg	129 mg	25%
Naturebell, CA	240 Caps	A201NB9	500mg	162 mg	165 mg	33%
New World/Dr. Recom	120 Vcaps	RQ6132	500mg	225 mg	214 mg	44%
NUI NUTRA, Utah	120 Vcaps	21021847	440mg	393 mg	382 mg	88%
Nutricost, Utah	120 Vcaps	21090303	440mg	403 mg	365 mg	87%
Nutrivein, WA	60 Vcaps	QU60716	400mg	163 mg	175 mg	42%
Sandhus, CA	120 Vcaps	18/220302A	500mg	195 mg	203 mg	40%
Smart Nutrition, DE	180 Vcaps	QU60834	500mg	126 mg	91 mg	22%
Sterius Nutrition, FL	120 Vcaps	Unreadable	400mg	28 mg	26 mg	7%
Supplements Studio MV	180 Caps	QB60343	250mg	84 mg	83 mg	33%
Toniiq, IL	120 Vcaps	211256	500mg/95%	477 mg	435 mg	91%
VIODIS, NV	60 Caps	2021-11029	250mg	2 mg	<LOD	0%
Vita Formula, NC	120 Caps	1004211A	250mg	211 mg	222 mg	87%