



NOW Reports Testing on Brands of Phosphatidyl Serine

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Following NOW's testing of CoQ10, Acetyl-L-Carnitine and SAME supplements, NOW purchased and tested a group of Phosphatidyl Serine (PS) products on Amazon. We chose this product for several key reasons. First, NOW is the leading seller of Phosphatidyl Serine in natural food stores according to SPINS data and we were concerned that NOW sales were declining on Amazon. Second, we looked at pricing on Amazon and found that the top selling brands were offering prices that averaged 70% below NOW's already discounted prices. Knowing that the prices looked "too-good-to-be-true", it made sense to test and verify potencies. Third, because PS is an expensive supplement, the incentive is high for marketing brands to put extra funds into Amazon-sponsored fees. Finally, we have previously tested and found these Amazon-targeted brands to be suspect with faulty labeling and poor quality. When most quality brands sell 100mg PS as the standard potency, it's questionable to see high potencies such as 400mg or 500mg.

Our initial analysis of simply reading label information found multiple problems. Phosphatidyl Serine is a complicated supplement, which makes it easier to have confusion. Many of the brands listed in this report list a high potency, such as 500mg, on the front label (and Amazon's keyword) panel, yet the side panel often states per 2 or 3 capsules. Others were more deceptive by adding things such as "Phosphatidyl Serine Complex" in order to show a high potency value, even when the actual potency of PS would only be 20% of that number. Here are some examples:

Absonutrix is deceptively labeled as "Phosphatidylserine Complex 500mg"
Naturebell is deceptively labeled as "Phosphatidylserine 20% 400mg per 2 Cap serving". Havasu brand also labels this way "Phosphatidyl Serine 20% 100mg"
longlifenutri is mislabeled as "Phosphatidylserine 500mg (per 2 caps) (standardized to 20%)"
NUSA brand label is unclear how much Phosphatidyl Serine is in each capsule
Both Earth Natural brands mislabel listing Phosphatidyl Serine as 500mg on the front, but only 50mg per Cap on the side fine print
Correct labeling should be "Phosphatidyl Serine 100mg (from 500mg Sunflower/Soy Lecithin Complex)" if the raw ingredient is 20% PS from Complex, or simply "Phosphatidyl Serine....100mg".

43 total samples were purchased on Amazon and tested, generally three bottles of each brand to verify results with separate tests. Three of these were NOW brands and results on these were 100% - 108% of label claims. We discarded two samples when results revealed 2.5 times the label potency claim and our lab suspected these products were spiked with added Serine in order to fool the results. Two samples passed potency (not included in this report), while 36 samples failed. Of the 36 failures listed below, 17 of these products contained less than 10% of the labeled value. That's a pretty shockingly poor failure rate, but not really a surprise from what we expected. The rest are reported in the chart below, which NOW tested by HPLC method in-house and independently by HPLC at Eurofins Labs (www.eurofinsus.com).

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Phosphatidyl Serine Assay Results May - July 2020 from Amazon Purchases April 3, 2020 & May 27, 2020

Brand Phosphatidyl Serine on Amazon	Count	Lot #	Exp. Date	Label Claim per Cap	Results per Cap	Lab Test	% Label Claim
NOW Foods	60 Vcaps	3138361	Dec-21	100mg	104.4 mg	NOW	104%
NOW Foods	120 Vcaps	3146319	Feb-22	100mg	100.8 mg	NOW	100%
NOW Foods	120 Vcaps	3146319	Feb-22	100mg	108 mg	Eurofins	108%
Absonutrix (misabeled*)	120 Vcaps	AS101918-1	Oct-21	520mg	2 mg	NOW	< 2%
Absonutrix (misabeled*)	120 Vcaps	AS101918-1	Oct-21	520mg	5.3 mg	NOW	< 2%
Absonutrix (misabeled*)	120 Vcaps	AS101918-1	Oct-21	520mg	5.8 mg	Eurofins	< 2%
BoostCeuticals (+ Formula)	100 Caps	5121926	Mar-24	167mg	12.8 mg	NOW	8%
BoostCeuticals (+ Formula)	100 Caps	27012004	Feb-24	167mg	57 mg	Eurofins	34%
Doublewood Supplements	120 Caps	1912697	Jan-23	150mg	67.4 mg	NOW	45%
Doublewood Supplements	120 Caps	1912697	Jan-23	150mg	48.1 mg	NOW	32%
Doublewood Supplements	120 Caps	1912697	Jan-23	150mg	24.3 mg	Eurofins	16%
Dr. MaxWell (+ Bacopa Ext)	120 Vcaps	PB56510	Jan-23	150mg	Zero	NOW	< 2%
Dr. MaxWell (+ Bacopa Ext)	120 Vcaps	PB56510	Jan-23	150mg	Zero	NOW	< 2%
Dr. MaxWell (+ Bacopa Ext)	120 Vcaps	PB56510	Jan-23	150mg	1.7 mg	Eurofins	< 2%
GLS Nutrution Formula/Earth Natural	200 Caps	11919	Aug-21	250mg/50mg	31.5 mg	NOW	13%
Havasu Nutrition + Ginkgo 120mg	60 Caps	1019010	Oct-21	100mg/20%	58.8 mg	NOW	59%
Havasu Nutrition + Ginkgo 120mg	60 Caps	1019010	Oct-21	100mg/20%	17.9 mg	Eurofins	18%
Intelligent Labs	90 Vcaps	PS55398	May-22	100mg	17.8 mg	NOW	18%
Intelligent Labs	90 Vcaps	PS55398	May-22	100mg	19.5 mg	NOW	20%
Intelligent Labs	90 Vcaps	PS55398	May-22	100mg	29 mg	Eurofins	29%
longlifenuutri (misabeled*)	180 Vcaps	6175	Nov-22	250mg/20%	68 mg	NOW	27%
longlifenuutri (misabeled*)	180 Vcaps	6156	Mar-23	250mg/20%	31.5 mg	NOW	13%
longlifenuutri (misabeled*)	180 Vcaps	6156	Mar-23	250mg/20%	37.3 mg	Eurofins	15%
Mental Refreshment (+ Formula)	200 Caps	16012005	Feb-22	167mg	136.8mg	NOW	82%
Mental Refreshment (+ Formula)	100 Caps	22012005	Mar-22	167mg	47.3 mg	Eurofins	28%
Mono Herb (plus Flax Powder)	90 Vcaps	200mg	Mar-22	200mg	13.2 mg	NOW	7%
Mono Herb (plus Flax Powder)	90 Vcaps	200mg	Mar-22	200mg	1.4 mg	Eurofins	< 2%
Naturebell (misabeled*)	180 Caps	A911NB2	Nov-21	200mg/20%	34 mg	NOW	17%
Naturebell (misabeled*)	180 Caps	A002MB7	Feb-22	200mg/20%	28 mg	NOW	14%
Naturebell (misabeled*)	180 Caps	A002MB7	Feb-22	200mg/20%	5.6 mg	Eurofins	3%
Naturetition Formula*/Earth Natural	200 Caps	416-128	Apr-22	250mg/50mg	11.9 mg	NOW	5%
Naturetition Formula*/Earth Natural	200 Caps	416-128	Apr-22	250mg/50mg	3.8 mg	NOW	< 2%
Naturetition Formula*/Earth Natural	200 Caps	416-128	Apr-22	250mg/50mg	2.3 mg	Eurofins	< 2%
NUSA (+ Formula)	200 Vcaps	2004023	Apr-23	250mg?	31.7 mg	NOW	13%
NUSA (+ Formula)	200 Vcaps	2004023	Apr-23	250mg?	2.4 mg	Eurofins	< 2%
Superior Health (+ Formula)	100 Caps	12041911	Aug-23	250mg	7 mg	NOW	3%
Superior Health (+ Formula)	100 Caps	12041911	Aug-23	250mg	15.9 mg	NOW	6%
Superior Health (+ Formula)	100 Caps	12041911	Aug-23	250mg	3.9 mg	Eurofins	< 2%
We Like Vitamins (+ Formula)	100 Caps	11101916	Nov-23	167mg	138.3	NOW	83%