



Above & Beyond Quality NOW's Promise to You

Since 1968, we've been dedicated to empowering people to lead healthier lives. As a family-owned business, we're passionate about making high-quality natural health products affordable and accessible to everyone.

UNMATCHED QUALITY ASSURANCE

We go the extra mile to ensure safety, purity, and potency. From ingredient sourcing to rigorous in-house testing, we're committed to meeting and exceeding industry standards. Our Quality Control and Assurance teams are tireless in their work, guaranteeing you can trust every product we make.

SCIENCE & INNOVATION

Our in-house laboratories house state-of-the-art equipment and passionate scientists who prioritize precision. From microbiology to sensory analysis, our labs conduct over 31,000 tests monthly, ensuring you receive only the finest, purest products.



THE BEST INGREDIENTS

We source the highest quality ingredients from trusted partners worldwide, building relationships that give us access to superior materials others can't match. Many of our products feature trademarked ingredients, validated for efficacy and purity to support your well-being.

EXCELLENCE IN MANUFACTURING

As we strive to deliver on our promises of quality, safety, and transparency, we adhere to FDA-established Current Good Manufacturing Practices (CGMP). In addition, we are certified by Intertek for dietary supplements, Safe Quality Food (SQF) for foods, and Underwriters Laboratories (UL) Enhanced for cosmetic products.



ENSURING QUALITY THROUGH ACCREDITATION

As a leader in the natural products industry, NOW is always looking for ways we can exceed industry standards and provide the highest quality products at the best possible price. NOW received ISO/IEC 17025:2017 accreditation from the American Association for Laboratory Accreditation (A2LA) for both the analytical and microbiological laboratories (certificate # 6253.01, 6253.02). The accreditation demonstrates that NOW meets technical and quality benchmarks as required by ISO/IEC 17025:2017. The accreditation is yet another example of NOW's commitment to quality and cutting-edge labs, as well as our investments in third-party certifications.

NATURAL, ORGANIC & NON-GMO

Staying true to our roots, we prioritize natural, organic, and non-GMO ingredients. By partnering with the Non-GMO Project and setting strict supplier requirements, we're committed to products free from GMOs, synthetic additives, and other unwanted ingredients.



PRODUCTS FOR EVERY LIFESTYLE

Our extensive selection includes vegetarian, allergy-friendly, and gluten-free options. From foods to supplements, we offer choices for varied dietary needs, making wellness accessible to all.



TRACEABILITY & TRANSPARENCY

In a complex world, transparency is crucial. We trace every ingredient to its source, ensuring quality from origin to finished product. For us, traceability isn't just a responsibility – it's a commitment to your health and peace of mind.

For more on our commitment to quality, visit nowfoods.com/quality

