



Improving Human  
and Planet Health

# The Importance of Third-Party Certification of Health Claims

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# About Me



**David Trosin**  
Senior Director  
Nutrition and Wellness

David Trosin leads NSF's Nutrition and Wellness business. He has over 30 years of industry experience, including more than a decade of expertise in dietary and sports supplements. Trosin's team focuses on providing companies the most current and credible auditing, testing, certification and, separately, training services available to the dietary supplement, functional food, beverage, cosmetic and OTC drug industries. He has helped hundreds of companies achieve their safety and quality goals, gain access to retailers and professional sports organizations and cultivate trust among consumers.

# About NSF

Since 1944, we have been dedicated to the Improvement of Human and Planet health.

This mission is carried out by thousands of team members around the world, including microbiologists, toxicologists, chemists, engineers, and environmental and public health professionals.



# NSF in Focus



**80**

Years of Improving  
Human and Planet Health

More than  
**160**

Published  
Standards  
and Protocols

More than  
**1k**

Standards  
Development  
Industry Members

More than  
**657k**

Certified  
Products

More than  
**40k**

Client Sites

Services in  
**180**

Countries

More than  
**300k**

Audits per Year

# Deep Expertise in Our Focus Sectors

NSF offers standards development, testing, inspection and certification services, as well as consulting, training, and data insights to help your businesses grow and thrive.



## Food and Beverage

On your farms, in your factories, on the road, in your stores and restaurants - NSF has innovated since the dawn of modern food service operations to improve food safety and quality.



## Water Systems

Guarantee the quality, performance, and safety of water products and systems with NSF's extensive range of certifications and services.



## Life Sciences

Companies all over the world rely on NSF's expert team to guide them through the maze of regulations and industry challenges.



## Nutrition and Personal Care

We ensure that products meet high safety and quality standards, from supplements to personal care items. We also provide expert verification assuring consumers of product integrity.



## Transport

As one of the world's leading providers of transport supplier certifications, our services can help to mitigate risk, demonstrate compliance, and build customer confidence.

# Our Certification Services



FOOD AND BEVERAGE



WATER SYSTEMS



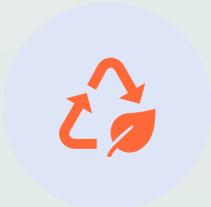
LIFE SCIENCES



NUTRITION AND PERSONAL CARE



TRANSPORTATION



SUSTAINABILITY



MANAGEMENT SYSTEMS

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# Dietary Supplements



# Setting the stage

## There's a lack of trust in voluntary labels



completely trust voluntary labels; among older consumers ages 60 to 75, this drops to 3%



of younger consumers (ages 18 to 29) are even more willing to pay more for certified products



**95% of consumers trust the product claims of supplements that have been independently certified, highlighting the significance of third-party validation.**

# Quality: A Key Touchpoint in Consumer Buying Behavior



**74% of US consumers prioritize retailers that meet stringent quality and safety standards**

**When reviewing labels, consumers prioritize:**



Inspected manufacturing facilities (82%)



Rigorous safety and quality testing (86%)



Product claims (95%)

# Certification Drives Sales



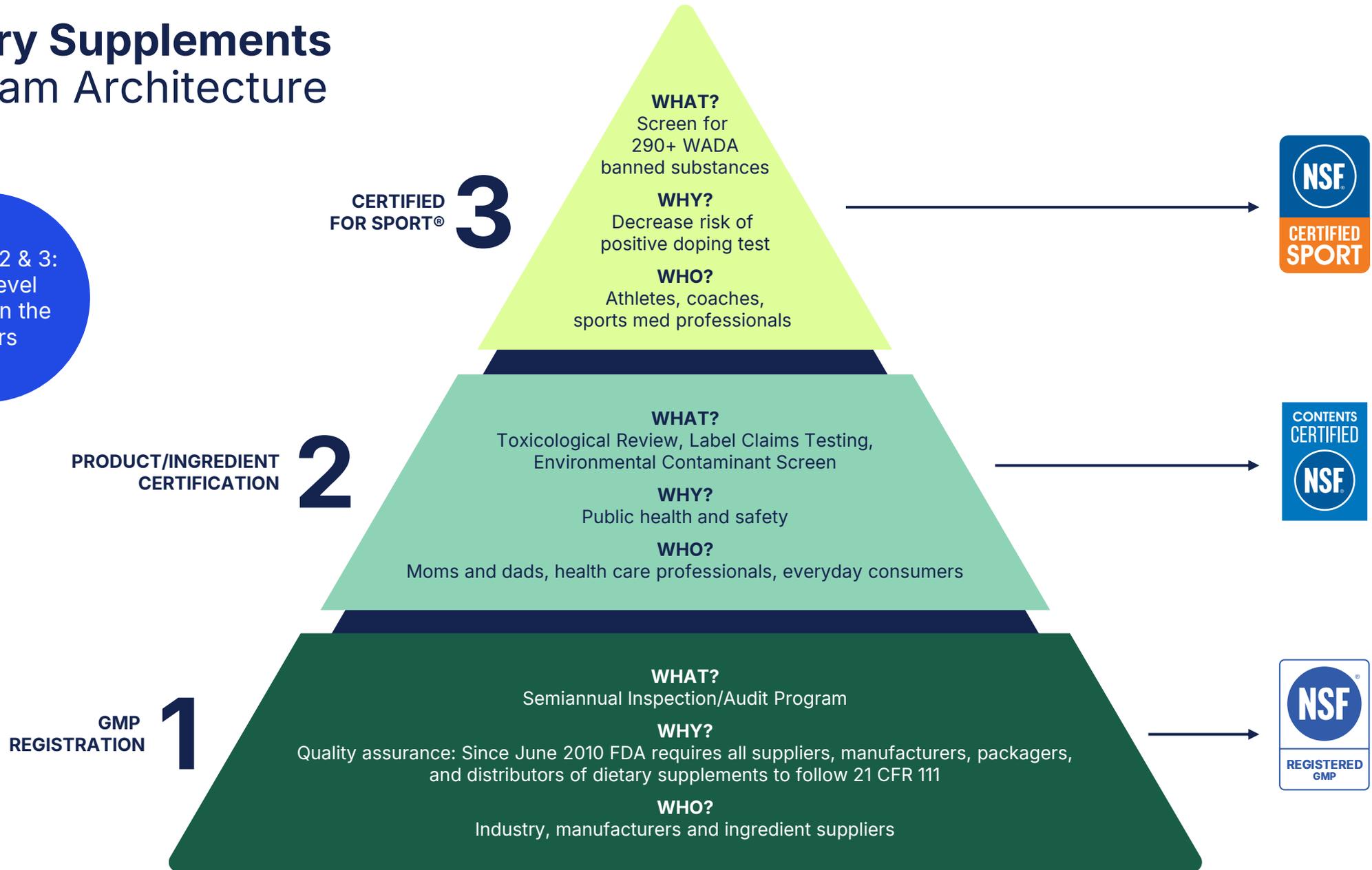
**89%** of consumers express a higher likelihood of purchasing supplements that have been certified



**71%** of consumers state they are less likely to purchase supplements that lack certification

# Dietary Supplements Program Architecture

Steps 1, 2 & 3:  
Each level  
builds on the  
others



# What About Functional Foods?

Functional foods include protein bars, hydration drinks, energy beverages and similar products that contain added ingredients meant to support health.

NSF helps consumers by ensuring these products meet rigorous standards for:

- ✓ Accurate labeling and ingredient claims
- ✓ Contaminant and adulterant screening
- ✓ Safe, compliant manufacturing practices

CONTENTS  
CERTIFIED

NSF®





# Personal Care and Cosmetics Certifications



GMP 455-3: Verifies that products are manufactured in a way that they meet or exceed FDA standards using Good Manufacturing Practices (GMP).



NSF 527: Based on global testing protocols and methods and US FDA criteria, this standard evaluates the formulation for ingredient acceptability, conducts formula and label claim verification and performs testing for purity, identity, contaminants and adulterants.



NSF/ANSI 305: The only American National Standard for organic personal care products, ensuring compliance with organic ingredient requirements. Certified products must contain a minimum organic content of 70% by weight.

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# Food and Beverage



# Food Labels: A Key Touchpoint



**64%**

Pay more attention to labels compared to five years ago



**1 in 5**

Adults struggle to interpret nutritional information



**83%**

Read the label before purchasing a food item

# Trust in Health Claims

The interpretation of health claims on food labels presents a challenge, particularly among older consumers.

69% of Gen Z-ers were trustworthy of such claims compared to 55% of Boomers and 60% of the Silent generation.



# The Future of Food Labelling

## Build Trust



**17%**

Find health claims very trustworthy

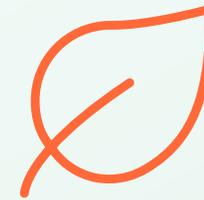
## Educate



**20%**

Struggle to interpret nutritional information

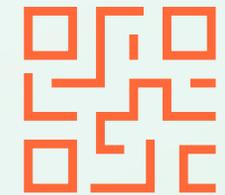
## Respond



**67%**

Consumers find sustainability information important

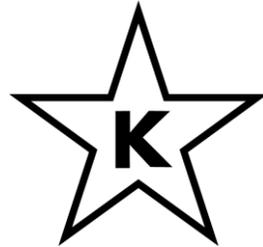
## Transparency



**67%**

Express interest in scannable QR codes offering extra information

# Food Label Claims



# Organic and Non-GMO Project

Ensures products meet recognized organic standards and are free from genetically modified ingredients through rigorous handling, testing and verification.

- 🌿 Appeals to health-conscious and eco-friendly consumers
- 🌿 Supports sustainability and transparency initiatives
- 🌿 Builds trust through verified organic and non-GMO standards



# NSF Gluten Free and Vegan and Cruelty-Free

Confirm products meet strict dietary and ethical standards, ensuring safety for gluten-sensitive consumers and verifying that formulas are free from animal-derived ingredients and animal testing.

- Ⓢ Builds trust among consumers seeking allergen-free and ethical product options
- Ⓢ Supports compliance with regulatory and lifestyle market requirements
- Ⓢ Enhances product differentiation across gluten-free and vegan categories



# Questions?

[www.nsf.org](http://www.nsf.org)

