

Dietary supplement listings in Amazon's US store subject to Amazon Policy



A close-up photograph of a person's hand holding a silver and black pen, poised to write on a document held in a black clipboard. The background is softly blurred, showing a desk and a window with blinds.

Selling Partners will be able to:

- ▶ Learn about Amazon's policy regarding listing dietary supplements in Amazon's store
- ▶ Understand what listings are classified as dietary supplements
- ▶ Know what actions are required to ensure your dietary supplement products are eligible for sale in Amazon's store
- ▶ Request missing compliance information to ensure dietary supplement listings comply with Amazon's policy



Policy Overview

Policy Overview

- ▶ Selling Partners must comply with all federal, territorial, and local laws and Amazon policies.
- ▶ Dietary supplements are eligible for sale in Amazon's US store as long as they comply with all applicable law and Amazon's policies.

Policy Overview

Amazon requires Selling Partners to verify through third-party Testing, Inspection, and Certification (TIC) organizations on an annual basis that dietary supplement products offered for sale in our store meet the following criteria:

Products are manufactured in a facility compliant with Good Manufacturing Practices set forth by the FDA

&

Products do not contain contaminants that may pose a human health or regulatory concern

&

Products contain the ingredients claimed on the product label

&

Products do not contain undeclared active pharmaceutical ingredients*

*For dietary supplement products classified as sexual enhancement, weight management or sports nutrition/body building

Policy Overview

Compliance Criteria	What is Required to Meet Criteria
Products are manufactured in a facility compliant with Good Manufacturing Practices set forth by the United States Food and Drug Administration	Testing confirms that the products are manufactured in compliant facility.
Products do not contain contaminants that may pose a human health or regulatory concern	Testing confirms there are no harmful levels of contaminants such as heavy metals, microbes, and based on a review of the finished product components may also include pesticides and/or THC.
Products contain the ingredients claims on the product label	Testing confirms that the product contains the ingredients and the amounts claimed on the product label.
Products do not contain undeclared active pharmaceutical ingredients (APIs)	For dietary supplements classified as sexual enhancement, weight management, and sports nutrition and body building - testing confirms that the product does not contain any known adulterants

Policy Overview

Amazon is working with third-party, Testing, Inspection and Certification (TIC) organizations that have demonstrated success certifying against ISO 17065 accredited food and dietary supplement safety programs and have testing capabilities for active pharmaceutical ingredients (APIs).

Evidence of product enrollment or participation in NSF/ANSI 173 Certification or NSF 229 Certification renewed annually meets the requirements of Amazon's policy.

Dietary Supplements

The FDA defines a dietary ingredient as a vitamin, mineral, herb, or other botanical, amino acid, or dietary substance used to supplement the diet by increasing the total dietary intake; or a concentrate, metabolite, constituent, extract, or combination of the preceding substances intended for human consumption.

Supplements are ingested and come in many forms, including tablets, capsules, soft gels, gel caps, powders, gummies, and liquids.

Dietary Supplements

Common supplements include:

- ▶ Vitamins (such as multivitamins or individual vitamins like vitamin D and biotin).
- ▶ Minerals (such as calcium, magnesium, and iron).
- ▶ Botanicals or herbs (such as echinacea and ginger).
- ▶ Botanical compounds (such as caffeine and curcumin).
- ▶ Amino acids (such as tryptophan and glutamine).
- ▶ Live microbials (commonly referred to as “probiotics”).

Dietary Supplements

Dietary supplement categories that require testing results confirming that the product does not contain undeclared active pharmaceutical ingredients (APIs):

Sexual enhancement

Supplements marketed to enhance erections, desire, sexual performance, and increasing the size of sexual organs

Weight management

Supplements marketed to reduce macronutrient absorption, increase/decrease body fat or weight, and increase metabolism or thermogenesis

Sports nutrition and body building

Supplements marketed to increase energy during pre-workout, post-workout, muscle building, body building and athletics for the purpose of facilitating an increase in lean body mass, weight lifting, weight training, increase in muscle mass through enhanced muscle repair, recovery and growth, etc.

Listing Requirements



Listing Requirements

Only dietary supplements with results confirming your product's compliance with Amazon's policy directly from the third-party TIC organization are eligible for sale on Amazon.com. The test results must be provided directly to Amazon by the third-party TIC organizations chosen for testing.

Listing Requirements – Steps to Compliance

Step 1) Go to **Performance** and select **Account Health** [\[↗\]](#)

Under **Policy Compliance**, click **Food and Product Safety Issues**

Review any dietary supplement products requiring action

Step 3) Copy the **Test Request Number** generated and provide it to your chosen provider

Work directly with your chosen TIC organization (you pay all costs)

Step 2) In the Account Health Dashboard, under the “Next Steps” column, click **“Submit”** for the product requiring action

Select **“Verify Your Product”**

Choose from Amazon’s approved third-party Testing, Inspection, and Certification (TIC) organizations

Click **“Continue”** after selecting your provider

Step 4) Post testing, the third-party, TIC organization will upload the test results directly to Account Health Dashboard

All test results confirming compliance of Amazon’s policy that is provided by the third-party, TIC organization to Amazon directly by the due date are eligible for sale in Amazon’s US store.

Example

Scenario: You are currently listing Supplement X from “Best Brand”. You received an email notification that your product has been identified as missing mandatory compliance information.

The same ASIN has been identified as requiring compliance action within your Account Health Dashboard Under **Policy Compliance -> Food and Product Safety Issues** in your Seller Central account.



The screenshot shows a table with the following columns: Compliance requirements, Impacted items, At-risk sales, Compliance status, and Action. A red box highlights the first row of data.

Compliance requirements	Impacted items	At-risk sales	Compliance status	Action
Dietary Supplements United States	No image available PRC Test ASIN 212 ASIN: B0BLN3141B SKU: ASHA-B0BLN3141B	0	Not Submitted Due May 10, 2024	Add or appeal compliance



Example

What is the problem?

You are listing a dietary supplement that requires verification through third-party Testing, Inspection and Certification (TIC) organizations to confirm that your product meets Amazon's policy for listing dietary supplements.

How can you avoid removal of listing?

- ▶ In the Account Health Dashboard, under the "Next Steps" column, click **"Submit"** for the product requiring action
- ▶ Select **"Verify Your Product"**
- ▶ Choose from Amazon's approved third-party Testing, Inspection, and Certification (TIC) organizations
- ▶ Click **"Continue"** after selecting your provider



Submitting Requests for Testing



Submitting Requests for Lab Testing

- ▶ Selling Partners can choose any one of the Amazon-approved third-party TIC organizations to request for testing
- ▶ All requests for testing must be initiated through Amazon's AHD page.
- ▶ Amazon will **not** be accepting any testing results directly from Selling Partners. All testing results must be provided directly from the TIC organization to Amazon via AHD

Submitting Requests for Lab Testing

Parameter	Requirement
Product was manufactured in a facility compliant with cGMPs in accordance with requirements outlined in 21 CFR 111/117 or equivalent	Accepted GMP programs include but are not limited to the following: Eurofins GMP, NSF/ANSI 455-2, 229 GMP, UL GMP, USP GMP, SAI Global, SGS, Intertek, TGA, SQF Dietary Supplements Food Safety Code, GFSI, and SSCI. GMP must be performed by an accredited third-party. Private audits, first-party audits, consulting audits, FDA inspections, and ISO standards will not be accepted. The GMP certificate must be in good standing and cannot be expired.
Contaminant screen*	Products must be tested for the presence of heavy metal and microbial contaminants, and based on a review of the finished product components may also be tested for pesticides and THC in accordance with requirements outlined in NSF/ANSI 173-2024 or according to USP <2021>, <2022>, <62>, <561>
Content claims verification*	Products must contain dietary ingredients according to tolerances listed in <u>21 CFR 101.36 and 101.9(g)(3) & (g)(4)</u> .
Active pharmaceutical ingredient screen*	Products classified as sexual enhancement, weight management, sports nutrition, bodybuilding, or joint health must undergo testing for known adulterants outlined in NSF/ANSI 173-2024 5.3.5.1- 4
Product labeling and claims	Products must clearly show facts panel, ingredient list, identity statement, appropriate FDA disclaimers, and relevant product warnings. Products must not contain illegal or disease claims that are not authorized by the FDA.

Submitting Requests for Lab Testing

For products where testing has already been conducted by an ISO 17025 accredited lab (including in-house labs), please initiate a test request form (TRF) for impacted ASINs to the third-party TIC organization of your choice. You can provide this information directly to the third-party TIC organization chosen to conduct testing to verify if it meets Amazon policy.

Submitting Requests for Lab Testing

Step 1)
Within Seller Central go to Performance and select Account Health [\[↗\]](#)
Under Policy Compliance, click Food and Product Safety Issues

Account Health [Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies. Help us reach you in the instance a critical event occurs that affects your ability to sell by entering your emergency contact number [here](#).

[Report abuse of Amazon policies.](#)

Account Health Assurance
A new benefit for selling partners who consistently achieve a high Account Health Rating.
[See what it takes to qualify >](#)

Need help?
Speak to an Account Health Specialist.
To learn more about the Account Health Support Team, [click here](#)
[Contact Us](#)

Did you know? NEW!
Your emergency contact information is not verified
Verify your emergency contact details so our specialists can reach out to help you address critical account health-related issues before they disrupt your business.
[Complete verification](#)

Customer Service Performance

	Seller Fulfilled	Fulfilled by Amazon
Order Defect Rate Target: under 1%	N/A	N/A

Order Defect Rate consists of three different metrics:

- Negative feedback: N/A
- A-to-z Guarantee claims: N/A
- Chargeback claims: N/A

[View details](#)

Policy Compliance At Risk

Account Health Rating **188**
This rating reflects your adherence to Amazon's selling policies. [Learn more.](#)
0 100 200 1000

All Issues

- Suspected Intellectual Property Violations: 1
- Received Intellectual Property Complaints: 0
- Product Authenticity Customer Complaints: 0
- Product Condition Customer Complaints: 0
- Food and Product Safety Issues: 432**
- Listing Policy Violations: 1
- Restricted Product Policy Violations: 3
- Customer Product Reviews Policy Violations: 0
- Other Policy Violations: 1

Shipping Performance

	Seller Fulfilled
Late Shipment Rate Target: under 4%	N/A
Pre-fulfillment Cancel Rate Target: under 2.5%	N/A
Valid Tracking Rate Target: over 95%	N/A
On-Time Delivery Rate Target: over 90%	N/A

[View shipping eligibilities here](#)

Submitting Requests for Lab Testing

Step 2) All ASINs requiring action will appear under Open requests.

The screenshot shows the Amazon Seller Central interface for Policy Compliance. At the top, navigation tabs include Account Health, Customer Service Performance, Product Policy Compliance, Shipping Performance, Reports, and Eligibilities. The main heading is "Policy Compliance" with a "Leave feedback" link. Below this, a red box highlights "Policy Compliance Issues: 11". Underneath, it states "Target: 0 Issues" and provides a brief explanation of Amazon's policies. A search bar is present with the placeholder text "ASIN, SKU, Brand or Reason - Start typing to filter". Below the search bar, there are date filters for "From" (04/28/2025) and "To" (10/24/2025), along with "Reset" and "Apply dates" buttons. An "Add additional filter" button is also visible. Under "Applied Filters", there is a tag for "Food and Product Safety Issues (1)". At the bottom left, a red box highlights the "Open" and "Archived" tabs, with a red arrow pointing to the "Open" tab. Below the tabs is a table with columns: Reason, Date, What was impacted?, At Risk Sales, Action Taken, Account Health Rating Impact, and Next Steps. A red box highlights the "Next Steps" column header.

Submitting Requests for Lab Testing

Step 3) Click on *Submit under Next Steps* and select *Verify your products*

Reason	Date ↓	What was impacted?	At Risk Sales ? ↓	Action Taken	Account Health Rating Impact	Next Steps
Product and Food Safety Violations View details ▶	Feb 17, 2026	Foil 2 ASIN B0GMWZJ8F	No sales in the past 12 months	Listing removed	No impact	View listing Submit

Verify Your Product Not started >
Select a provider to verify your product's compliance to this policy.

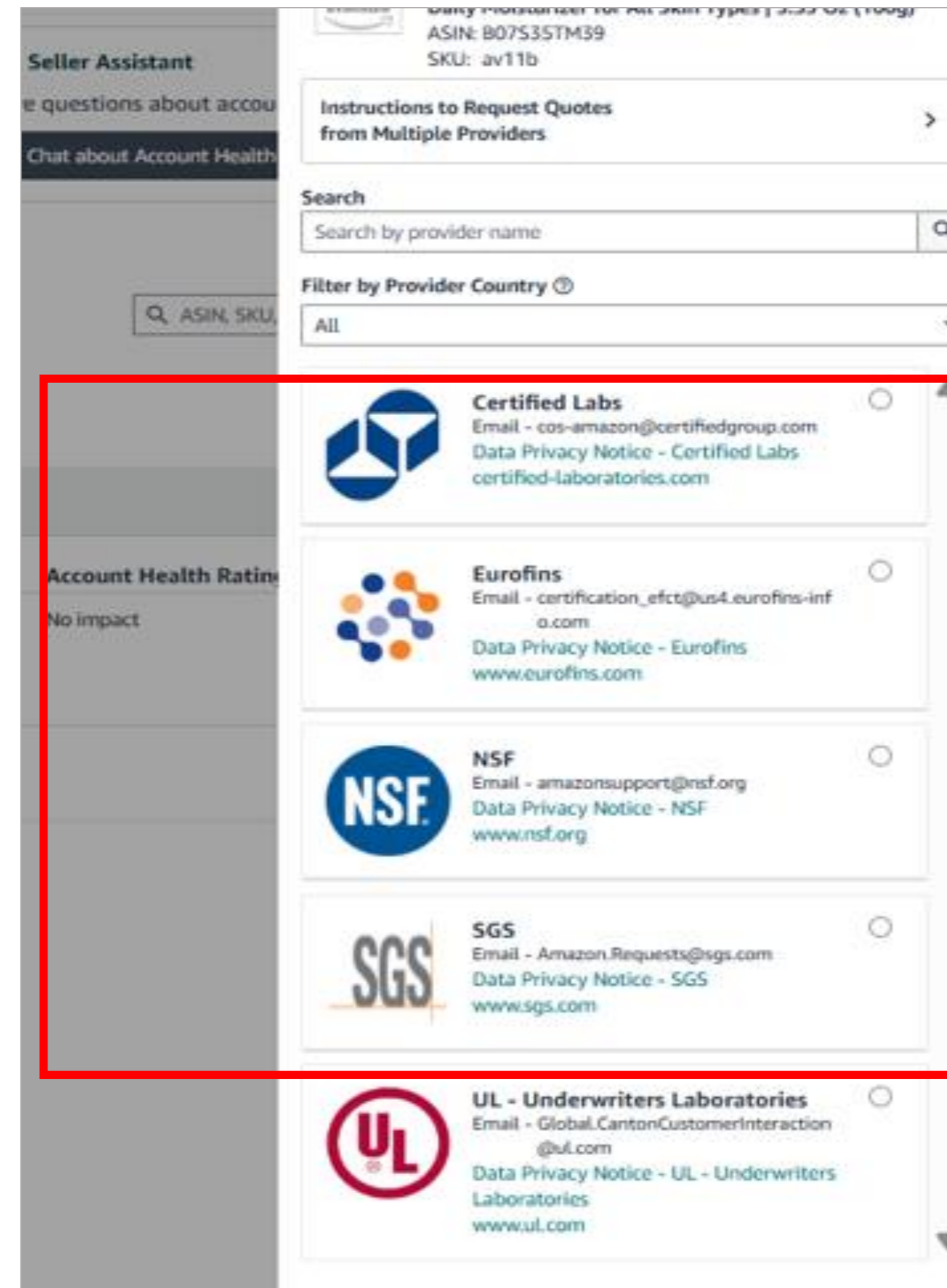


Submitting Requests for Lab Testing

Step 4)

Choose from Amazon's approved third-party Testing, Inspection, and Certification (TIC) organizations

Click "Continue" after selecting your provider

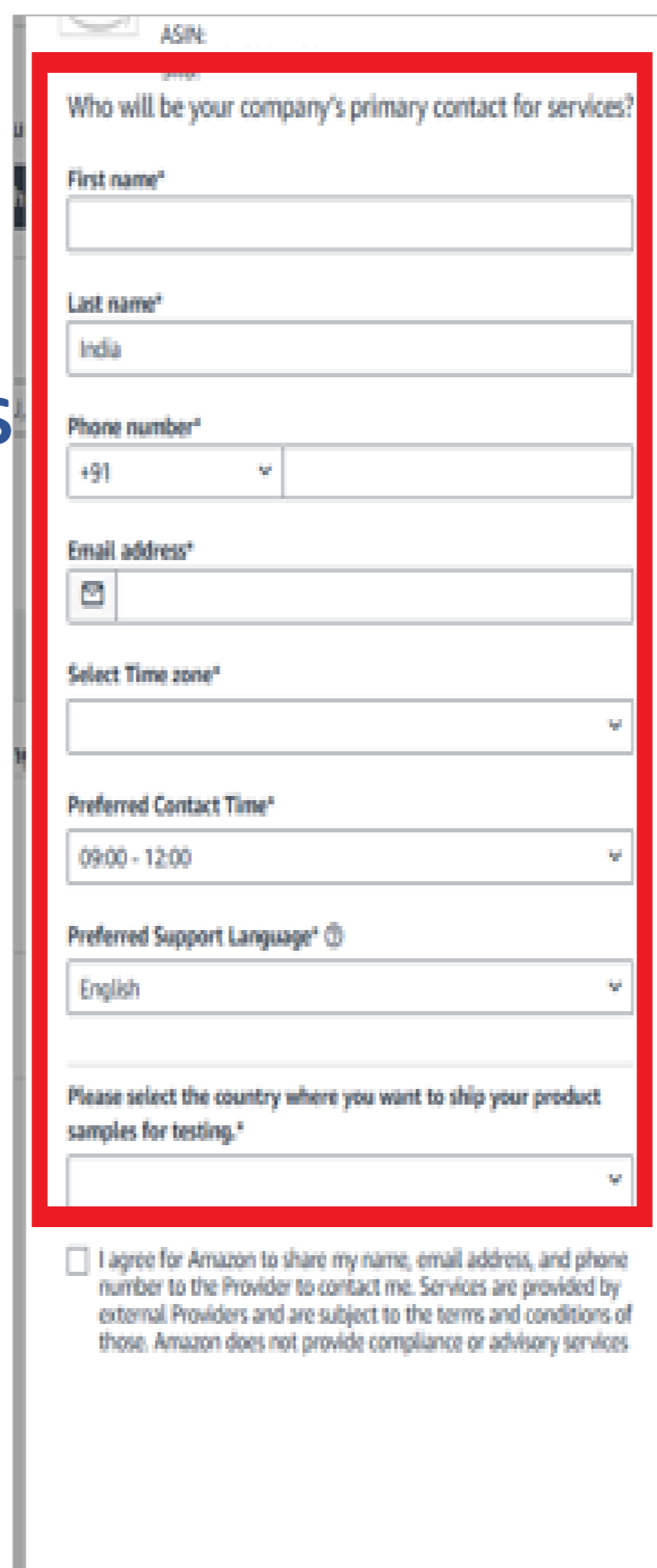


Submitting Requests for Lab Testing

Step 5) After selecting your TIC provider, click “Confirm and Proceed”

Verify your contact information is accurate

Copy the generated TRF ID - this is critical for tracking



ASIN: [redacted]

Who will be your company's primary contact for services?

First name*
[redacted]

Last name*
India

Phone number*
+91 [redacted]

Email address*
[redacted]

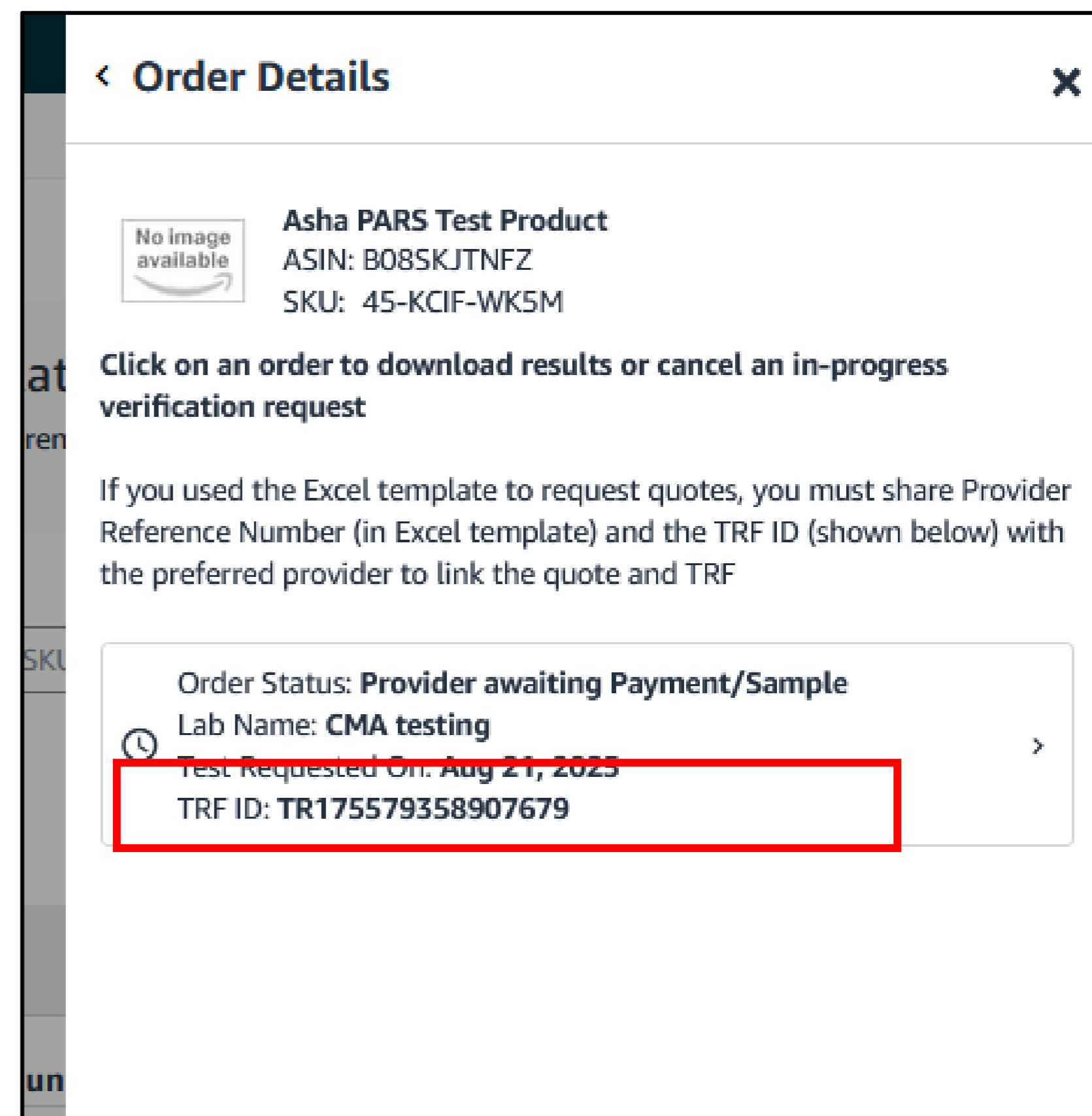
Select Time zone*
[redacted]

Preferred Contact Time*
09:00 - 12:00

Preferred Support Language* [🌐]
English

Please select the country where you want to ship your product samples for testing.*
[redacted]

I agree for Amazon to share my name, email address, and phone number to the Provider to contact me. Services are provided by external Providers and are subject to the terms and conditions of those. Amazon does not provide compliance or advisory services



< Order Details [X]

No image available Asha PARS Test Product
ASIN: B08SKJTNFZ
SKU: 45-KCIF-WK5M

Click on an order to download results or cancel an in-progress verification request

If you used the Excel template to request quotes, you must share Provider Reference Number (in Excel template) and the TRF ID (shown below) with the preferred provider to link the quote and TRF

Order Status: Provider awaiting Payment/Sample
Lab Name: CMA testing
Test Requested On: Aug 21, 2023
TRF ID: TR175579358907679

Important Notes

- ▶ The TRF ID links your Amazon compliance requirement to the testing process
- ▶ Without this ID, testing results cannot be properly submitted to Amazon
- ▶ Keep this ID for all communications with your TIC provider



Testing Your Product

Testing Your Product

Once you have initiated a test request, you will receive an email notification within 24-48 hrs from the chosen third-party, TIC organization.

Please ensure that your contact information is up to date prior to submitting your test request.

Testing Your Product

- ▶ Selling Partners will work directly with one of the Amazon-approved, third-party TIC organizations of their choosing to provide information required for testing.
- ▶ Selling Partners are responsible for all costs incurred for testing. Please reach out to the respective TIC organizations for pricing information.
- ▶ If you've previously obtained lab results, please connect with the third-party, TIC organization of your choosing on whether it meets Amazon's requirements.

Failure Resolution

- ▶ In an event the review confirms non-compliance of the product, possible options for resolution may be provided to you from your chosen third-party TIC organization before results are provided to Amazon.
- ▶ To initiate the failure resolution process, you need to work directly with your chosen third-party TIC organization and provide all necessary documents requested by the third-party TIC organization (i.e. Corrective and Preventative Actions (CAPA) form, updated label, etc.)
- ▶ API adulteration has no resolution path.



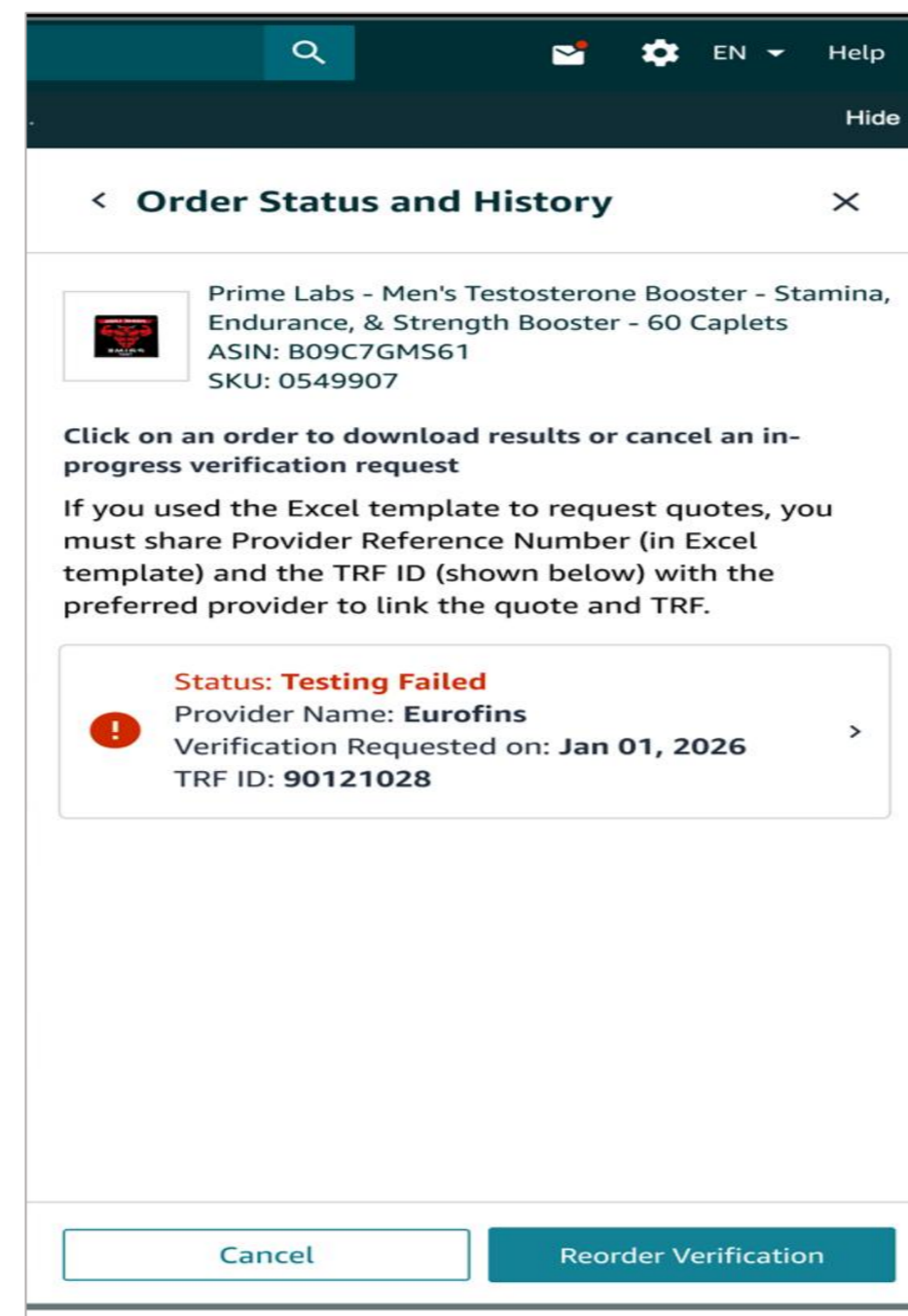
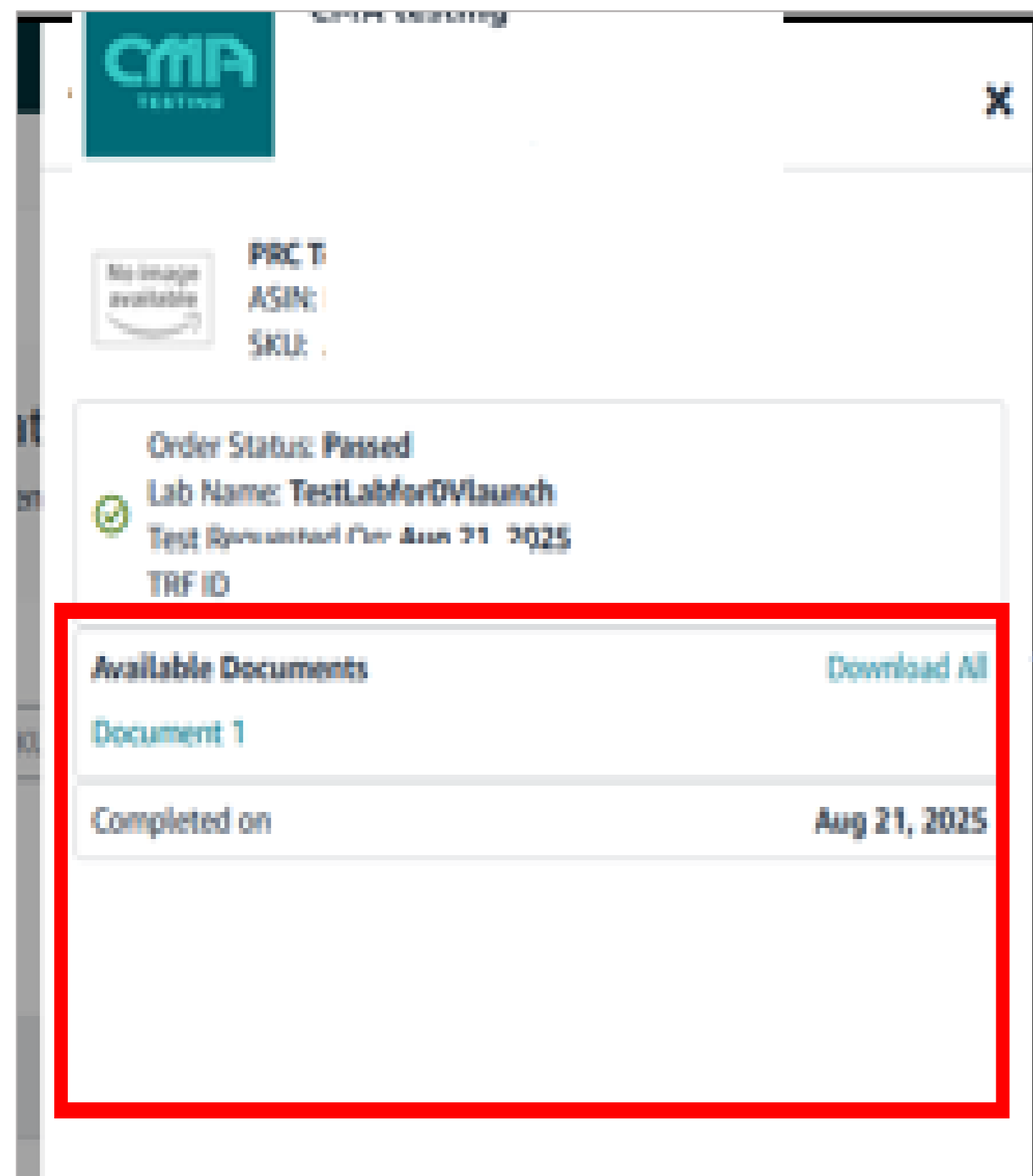
Viewing Testing Results

Viewing Testing Results

- ▶ Testing results will be provided to Amazon directly from the TIC organization you chose to conduct testing.
- ▶ Once available, Selling Partners can view testing results through your Account Health Dashboard.
- ▶ Only the dietary supplement products with test results confirming compliance of Amazon's policy are eligible for sale on Amazon.com.

Viewing Testing Results

Any documents uploaded by the chosen third-party TIC organization conducting testing of your product will be shown in the section below. Amazon will not be accepting any documents from you.



Viewing Testing Results

The status of testing results can be viewed under the **Compliance status** for each listing under your Account Health dashboard.

- ▶ **Under Review** – Testing is in process
- ▶ **Rejected** – Testing completed, failed result
- ▶ **Approved** – Testing completed, passing result

Appeals & Other Questions



Appeals/Questions

If you believe that your products were incorrectly identified as a dietary supplement or do not believe this requirement applies to you, select **Add appeal compliance** as shown below.

If this requirement is being requested in error, you can send an appeal to Amazon. [Appeal requirement](#)

Cancel

Submit



Appeals/Questions

Select Appeal Reason as highlighted below

What is this for?

If this requirement is being requested in error, you can send an appeal to Amazon.

Your product has been misclassified

Not started >

Your product has been categorized wrongly and either doesn't require the compliance information being asked of or doesn't require compliance information at all.

The documents you submitted were reviewed incorrectly

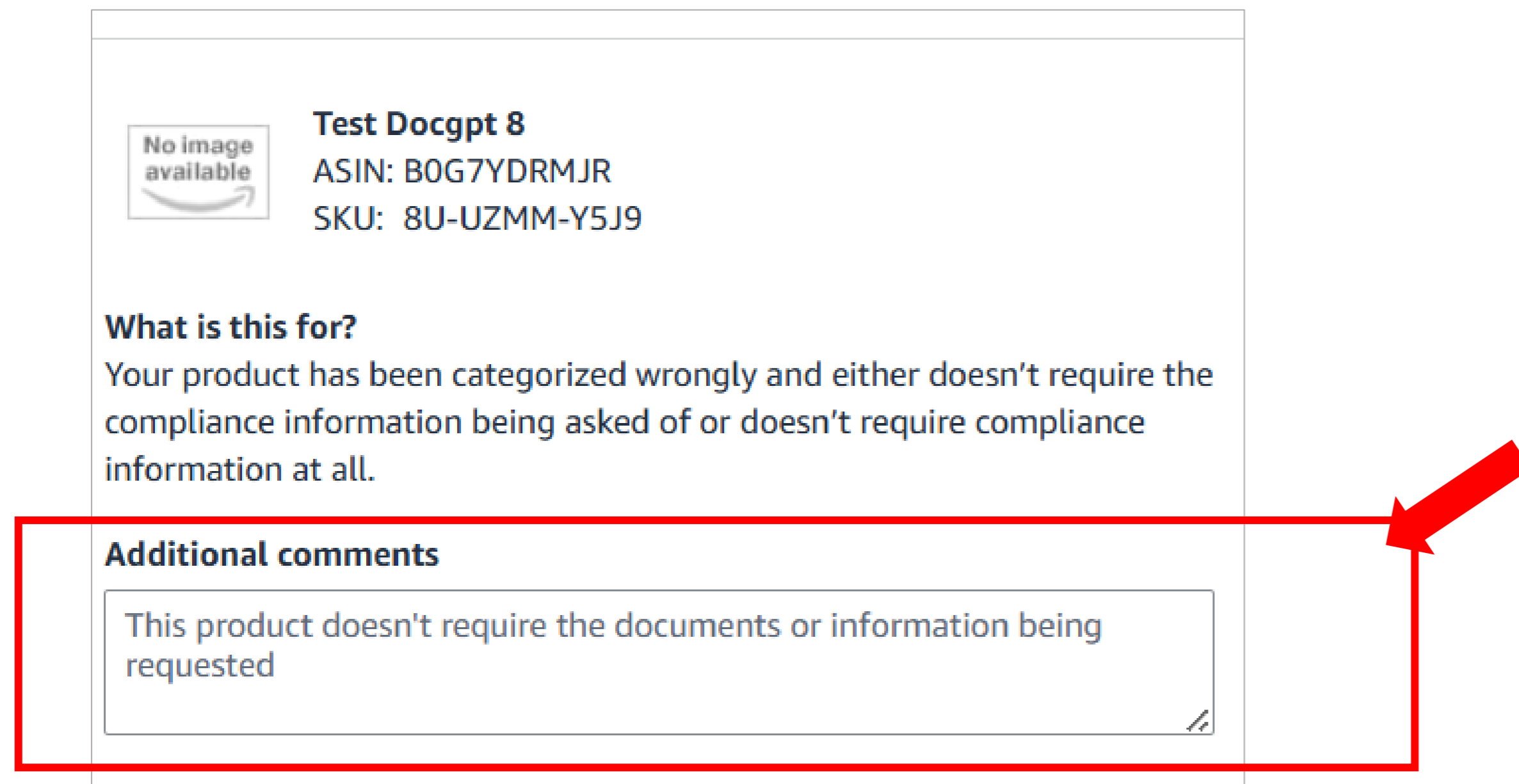
Not started >


The compliance documents you previously submitted were rejected, but you believe they were correct.



Appeals/Questions

Within the “Additional Comments” section, please include reason(s) why you believe that the product has been incorrectly identified **OR** reasons why you do not believe this requirement applies to you.



 **Test Docgpt 8**
ASIN: B0G7YDRMJR
SKU: 8U-UZMM-Y5J9

What is this for?
Your product has been categorized wrongly and either doesn't require the compliance information being asked of or doesn't require compliance information at all.

Additional comments

This product doesn't require the documents or information being requested

Summary

Only dietary supplements with results confirming your product's compliance with Amazon's policy directly from the third-party TIC organization are eligible for sale on Amazon.com. The test results must be provided directly to Amazon by the third-party TIC organizations chosen for testing.

Q&A





**Thank
you!**