

## **The Manufacturing Secret Brand Marketers Need to Know: Why China Isn't the Answer**

As a company trying to make its mark in today's supplement world, you may be faced with many challenges. In order to be competitive in the marketplace, finding every opportunity to keep you ahead of the game is paramount. One important issue that can be overlooked is how and where U.S. brand marketers are getting their ingredients. In particular, the constant trend of Chinese-imported products.

Though this is the case, China brings a history of issues that has impacted even the product-savvy consumer. For instance, there have been cases of pesticide issues involving China reported by customers. In fact, according to Food Centry, the American food inspection analyst, approximately 1,000 food violations were found across 73 countries by lab testing foreign-sourced products. The study found that China had the most incidents, and another study honed in on more-in-depth analysis focused on all contaminated products reported over a 15-month period. These ingredient issues surrounding China have been overlooked as over half of all Americans are consuming vitamins, and over 90 percent of Vitamin C products are brought from China. Just how many individuals know this? Since there are no requirements stating a country's origin on the label, American consumers have no way of knowing this.

Approximately two percent of all Chinese imported vitamins are inspected---and China's supplement production is one of the most polluted in the world. For instance, rice planted ingredients in several agricultural areas in China contained Cadmium, a typical metal found in batteries, coloring, and industrial waste which can be deemed as unsafe.

Companies are tempted to cut corners just to raise profit margins. This in turn will hinder the value of the product. The tradeoff between quality and low-cost should be definitely analyzed when purchasing imported products. The old adage, "you get what you pay for" remains true with supplement importing.

By trusting US brands, companies will experience high-quality transparency and meet the needs of a consumer's desire for a clean product---one that involves no chemicals or preservatives. Delivering pure, high-quality ingredients helps brand marketers sleep at ease knowing their products are safe and healthy. Furthermore, companies that put transparency a priority helps consumers find out what exactly is in the product. Cost should no longer be the number one motive, but transparency and health should be the deciding factor when choosing a manufacturer.

In contrast to China-based manufacturing, U.S. brands put their emphasis on whole, natural, and organic labels. In 2013, a supplement ban was made by the U.S. Justice Department which charged the industry for mislabeling ingredients that came from China. This caused shares to plummet with some of the most respected brand names today. In another case, an indictment by the Justice Department stated that supplement companies imported ingredients from China and used false certificates of analysis and false labeling. In addition, these brands lied about the

quality of those ingredients. This is just another example of how companies have tried to cut corners in order to increase profit margins.

As you can see, transparency and high-quality ingredients can get lost during the manufacturing process. Adulteration (a product that does not meet legal requirements) continues to be a hot topic in China-based products. Companies simply want to increase profit output margins by taking shortcuts and getting their products from China, but should they sacrifice quality and transparency? By putting your trust in U.S.-based ingredients, you'll receive a valuable product while keeping your customers happy and healthy. Isn't that more important than increasing profit margins illegally?