



QUALITY ASSURANCE | PRIVATE LABEL SERVICES

Organic Product Labeling

2020

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ORGANIC CERTIFICATION

WHY CERTIFY YOUR ORGANIC PRODUCTS?

Now, more than ever, consumers are asking questions about their supplements and how the included ingredients are produced. Organic certification assures these consumers that organically produced ingredients meet a consistent set of regulated standards developed by the **USDA National Organic Program (NOP)**, or similar internationally recognized standard.

IT'S THE LAW

In order to label products as "Organic", certification is **required by law in the U.S.** and many other countries.

WE'VE MADE IT EASY!



Vitalabs® has partnered with **International Certification Services, Inc. (ICS)**, a USDA NOP Accredited Certifier, to help guide our clients through the steps of obtaining organic certification for our many products that meet these strict standards.



ORGANIC CERTIFICATION COSTS & DETAILS

- **CERTIFIED VIA VITALABS® SUBMISSION**

Vitalabs® offers a simplified and affordable certification process and can submit your organic product label to International Certification Services, Inc. (ICS) for certification on your behalf but please be aware that as your manufacturer, the company name “Vitalabs” will be mentioned in the certification documents.

NOTE: You may certify your label directly with ICS if you do not wish to have your manufacturer listed in the documentation.

(PLEASE REFER TO **PAGE 4** FOR DETAILS ON DIRECT CERTIFICATION AND ASSOCIATED COSTS)



COST DETAILS

- **ICS Organic Certification is \$250 per formula submission with a recurring registration fee of \$175 annually.**

The above cost can include multiple bottle counts (per stock formula) if all label counts are submitted at the same time.

- *For example:* If you wish to private label our Organic Turmeric formula in 90, 120, and 180 counts then it is best to have all three count labels built prior to submission so you can have all three counts included in the one certification charge.
- Each separate formula will require a separate submission.

NOTE: Once a label is certified and registered – additional changes to the label FOR ANY REASON will require additional certification fees.

ICS Certification and Annual Registration Fees (\$250 / \$175) are required if you wish to state “Organic” on the principal display panel.

NOTE: If you do not wish to certify your label then you may only, on the information panel (supplement facts panel), identify the certified organic ingredients as “organic”.

For the above referenced costs, Vitalabs® will handle the certification documents with ICS on your behalf.

- Once we are ready to submit labels for certification, you will be asked by one of our team members to sign and return a document called the HA-3 form. The signed HA-3 form must accompany the label when submitted to ICS.

Vitalabs® Compliance Review

Vitalabs® requires label approval via our QA Department for each organic product label prior to ICS certification to ensure compliance.

ORGANIC CERTIFICATION COSTS & DETAILS

- *CERTIFIED VIA CUSTOMER SUBMISSION*

As mentioned on page 3, Vitalabs® offers an affordable and simplified certification process by submitting your ICS certification documents on your behalf. If you wish to handle this process yourself and have your label certified directly through ICS without Vitalabs® being mentioned within your documentation, simply follow the steps below...



COST DETAILS

The cost estimate associated with direct certification will be provided to you by ICS after your submission of the Organic Certification Assessment document which we can provide to you.

Vitalabs® Compliance Review

Vitalabs® requires label approval via our QA Department for each organic product label prior to ICS certification to ensure compliance.

ICS Organic Certification Assessment

- To obtain certification forms or if you have any further questions, please reach out to the following ICS contact:
 - Tara Koenig - email: tkoenig@ics-intl.com
- Each formula will require separate submissions. You can only combine multiple counts per formula.

For more information about labeling requirements in the USDA organic regulations, you can visit:

- <https://www.ams.usda.gov/grades-standards/organic-labeling-standards>
- <https://www.ams.usda.gov/sites/default/files/media/OrganicLabelingTrainingModule.pdf>

ORGANIC PRIVATE-LABELING GUIDELINES

LABELING ORGANIC PRODUCTS

Organic products have strict production and labeling requirements, we ask that you review this information carefully. Please do not hesitate to contact us with any questions or concerns.

Vitalabs® Compliance Review

Vitalabs® requires label approval via our QA Department for each organic product label prior to ICS certification to ensure compliance.

For products sold as organic in the United States, the products must be produced in compliance with the **USDA National Organic Program (NOP)** regulations and certified by a NOP authorized (accredited or recognized) certifying agent or produced in compliance with an equivalency agreement.

- **Can a product be labeled “organic” without being certified?**

The simple answer is no.

In order to label products as “organic”, certification is **required by law in the U.S.** and many other countries. If you wish to mention “organic” on your product label, your final product and label will need to be certified to comply with this legal requirement.

If not certified:

Your product label must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package. You may only, in the information panel, identify the certified organic ingredients as “organic”.

- **What does certification allow?**

Certification allows you to mention “organic” as well as including the USDA logo on the display panel of the label (outside of the information panel).

- **Principal Display Panel:** May include USDA organic seal and/or organic claim.
- **Information Panel:** Must identify organic ingredients

“Organic” can be used to label any product that contains a minimum of 95 percent organic ingredients (excluding salt and water). Up to 5 percent of the ingredients may be nonorganic agricultural products that are not commercially available as organic and/or nonagricultural products that are on the National List.¹

ORGANIC PRIVATE-LABELING GUIDELINES

LABELING ORGANIC PRODUCTS (con't)

USDA Certification Seal Requirements

The USDA seal must replicate the form and design of the following examples and must be printed legibly and conspicuously:



(1) On a white background with a brown outer circle and with the term, “USDA,” in green overlaying a white upper semicircle and with the term, “organic,” in white overlaying the green lower half circle; or

(2) On a white or transparent background with black outer circle and black “USDA” on a white or transparent upper half of the circle with a contrasting white or transparent “organic” on the black lower half circle.

(3) The green or black lower half circle may have four light lines running from left to right and disappearing at the point on the right horizon to resemble a cultivated field.

Organic Seal Pantone Matching System (PMS) Colors

- Green = PMS 348
- Brown = PMS 175

Location of “Certified Organic By” Statement

Certification will allow the use of the USDA seal along with other organic claims and/or seals anywhere within the label.

(CANNOT CLAIM 100% ORGANIC)

For more information about labeling requirements in the USDA organic regulations, you can visit:

- <https://www.ams.usda.gov/grades-standards/organic-labeling-standards>
- <https://www.ams.usda.gov/sites/default/files/media/OrganicLabelingTrainingModule.pdf>

ORGANIC PRIVATE-LABELING GUIDELINES

LABELING ORGANIC PRODUCTS (con't)

ICS Certification Seal Requirements

The ICS seal must replicate the form and design of the following examples and must be printed legibly and conspicuously:



- (1) On a white or transparent background with grey outer border and white “ICS” on a blue circle with a green and yellow leaf in the upper left corner, with “International Certification Service, Inc.” in black font directly below image; or
- (2) On a white or transparent background with grey outer border and white “ICS” on a blue circle with a green and yellow leaf in the upper left corner; or
- (3) On a white or transparent background with no border and white “ICS” on a black circle with a white leaf in the upper left corner, with “International Certification Service, Inc.” in black font directly below image; or
- (4) On a white or transparent background with no border and white “ICS” on a black circle with a white leaf in the upper left corner.

ICS Seal Pantone Matching System (PMS) Colors

- Grey = PMS 4745 CP
- Blue = PMS 381 CP
- Green = PMS 2292 CP
- Yellow = 299 CP

Location of “Certified Organic By” Statement

- Certification requires the use of the ICS logo along with the statement: “Certified Organic by International Certification Services, Inc.”
This statement must be placed directly below the information identifying the handler or distributor of the product. (see example image to the right)
- “Organic” on the front panel cannot be larger than 50% of the size of the Product Name.
- If selling overseas, the control body code: **US-ORG-17** must be placed directly below or next to the ICS information.

