

Amazon Testing 201 Guide

Amazon dietary supplement testing helps confirm products meet Amazon compliance expectations for safety, label accuracy, and regulatory requirements. This guide explains what qualifies as a dietary supplement, what Amazon prioritizes, and what you need in place for annual third-party testing.

Identify if your product is a dietary supplement

Per FDA's Dietary Supplement Health and Education Act (DSHEA) (1994), a dietary supplement may include dietary ingredients such as:

- Vitamins
- Minerals
- Herbs and other botanicals
- Amino acids
- Other dietary substances used to supplement the diet by increasing total dietary intake.
- A concentrate, metabolite, constituent, extract, or combination of the above intended for human consumption.

Amazon Dietary Supplement Policy

Amazon's policy update published in early 2026 now requires all dietary supplements sold on its marketplace to demonstrate compliance with current Good Manufacturing Practice (cGMP) standards, verified by an Amazon-approved third-party Testing, Inspection, and Certification (TIC) organization.

Amazon Supplement Requirements – Regulations & Lab Testing (Checklist)

If you sell dietary supplements on Amazon, confirm that your product labeling, ingredient sourcing, and manufacturing facility/facilities meet the following requirements:

Regulatory Compliance

- Follow all applicable laws, regulations, and Amazon dietary supplement policies.
- Meet dietary supplement cGMP requirements (21 CFR 111).
- Meet dietary supplement labeling requirements (21 CFR 101.36) and FDA labeling guidance.
- Comply with FSMA preventive controls (21 CFR 117), including hazard/risk analysis.
- Product is manufactured in a third-party audited and certified cGMP-compliant facility (21 CFR 111/117 or equivalent).

Product Safety & Claims

- Establish product specifications for identity, purity, strength, and composition (21 CFR 111).
- Verify specifications through laboratory testing.
- Has lab testing for contaminants that could cause the product to be adulterated.
- Confirm the product does not make illegal or disease claims.
- Confirm the product does not contain undeclared drug ingredients (APIs).

Amazon Annual Testing Requirements

- Complete third-party testing annually to verify compliance.
 - COAs from ISO 17025-accredited laboratories can be submitted to TICS within six months to meet testing requirements. COAs issued by Certified Laboratories are acceptable for up to one year, while Certified Laboratories is also the TIC verifying compliance with Amazon policies.
- Product is manufactured in a third-party audited and certified cGMP-compliant facility (21 CFR 111/117 or equivalent).
- Product is tested for contaminants such as heavy metals and microbials per Amazon's dietary supplement policy.
- Product contains the ingredients listed in the Supplement Facts panel at acceptable levels.
- Product does not contain undeclared active pharmaceutical ingredients (APIs), per Amazon's Dietary Supplement Policy.



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