

Amazon Testing 301 Guide

Amazon Compliance Testing Requirements

Amazon dietary supplement compliance requires the right testing, documentation, and third-party verification to support Amazon requirements. This 301 guide summarizes key compliance parameters, explains how COAs are submitted through an Amazon-approved TIC verifier, and outlines what Certified Laboratories requires to begin the testing process.

Parameter	Requirement
Product was manufactured in a facility compliant with cGMPs (21 CFR 111/117 or equivalent)	Provide proof of a current, accredited third-party GMP certification in good standing (not expired). Accepted programs may include Eurofins GMP, NSF/ANSI 455-2, NSF/ANSI 229, UL GMP, USP GMP, and SQF Dietary Supplements Food Safety Code.
Contaminant screen*	Test finished product for heavy metals and microbiological contaminants. Additional testing may apply based on product risk (e.g., pesticides or THC when applicable).
Content claims verification*	Verify dietary ingredient amounts align with label claims and meet tolerances per 21 CFR 101.36.
Active pharmaceutical ingredient (API) screen*	Higher-risk categories (sexual enhancement, weight management, sports nutrition/bodybuilding, joint health) must be screened for known adulterants/undeclared drug ingredients (APIs).
Product labeling and claims	Label must include required elements (Supplement Facts, ingredient list, identity statement, required FDA disclaimers) and must not include illegal or disease claims.

*Note: If testing has already been completed by an ISO 17025-accredited lab (including in-house labs), you may submit the results to an approved third-party verification provider to confirm compliance with Amazon's Dietary Supplement Policy.

Amazon Dietary Supplement Requirements – Using a TIC Verifier

Amazon requires sellers to submit Certificates of Analyses (COAs) (also known as Test Reports) and the manufacturing facility/facilities' current third-party GMP audit certificate(s) to an Amazon-approved Testing, Inspection, and Certification (TIC) verifier to confirm products meet Amazon's Dietary Supplement Policy.

You may complete testing through any lab that meets Amazon requirements (ex: ISO 17025-accredited labs, including Certified Laboratories), but COAs must be verified by a TIC.

Where to find the current TIC list:

Comply with testing verification requirements

- Go to Performance > Select Account health.
- Under Policy compliance > Click Food and product safety issues.
- Under Next steps column > Click Submit (for the product you're taking action on).
- Select Verify your product.
- Confirm and proceed (Select a listed provider, Confirm contact details).
- Copy the generated TRF ID and provide it to your selected provider.

Appeal a compliance requirement for a product

- Go to Performance > Select Account health.
- Under Policy compliance > Click Food and product safety issues.
- Under Next steps column > Click Submit (for the product you're taking action on).
- Select Appeal request > select reason for appeal from the drop-down menu. (add comments that's required to support or clarify your appeal).
- Click Submit to send your submission for review.
- **Note:** If your ASIN does not show an option to submit a TRF, submit an appeal. Amazon will review your ASIN and assign it to the correct workflow.

Reference Amazon Link for more information:

[Third-party testing, inspection, and certification services](#)

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Prohibited Ingredients & Other Restrictions

Amazon prohibits dietary supplements that meet any of these criteria:

- Listed in an FDA recall or safety alert.
- Contain FDA-prohibited ingredients, contaminants, or undeclared drug ingredients (APIs).
- Adulterated (unsafe) or misbranded (false/misleading labeling).

Examples of prohibited items may include:

- Ingredients listed under the DEA Controlled Substances Act (Schedules I–V).
- CBD/Cannabidiol.
- Certain DEA List 1 chemicals and derivatives.
- Ingredients from protected species (ex: sharks, whales, dolphins).
- Products containing >12% hydrogen peroxide.
- Patches marketed as dietary supplements or detox products.

Packaging & Labeling Requirements

Supplements must meet FDA labeling rules including 21 CFR 101.36 and 21 CFR 101.9(g) (3–4).

Packaging must be:

- New, unused, and sealed in original packaging.
- Clearly marked with identifiers (ex: lot number, serial number, matrix code).

Labels must be in English & include:

- Product name
- Net quantity (ex: count, mg, oz)
- Supplement Facts panel
- Ingredient list
- Manufacturer/packer/distributor name and address

Labeling cannot include:

- Disease claims (unless FDA-approved)
- Claims implying prescription drug effects
- “FDA approved” statements
- FDA logo
- “Tester,” “not for retail sale,” or “not intended for resale”

Certified Laboratories Process – Getting Started with Amazon Supplement Testing

Step 1: Amazon Product Verification Application. Complete the Amazon Product Verification Application to start verification.

Step 2: Laboratory Testing (after verification is approved). Testing may include:

- Heavy Metals (required).
- Microbiological Testing (required).
- Pesticides (GC-MS) (required if the product contains botanicals/herbs or provides >5g botanicals per day).
- Microbiological Suitability (USP <2021>/<2022>).
- API Adulterants Panel (required for certain categories – confirm product type: Sexual Wellness, Sports Nutrition, Weight Loss, Joint Health, Cardiovascular, Sleep Support, Nootropic, or Blood Glucose; pricing varies by category).
- Label Claim/Ingredient Testing (sample amount confirmed after label review).

Estimated Turnaround Time (TAT)

- Step 1 (Verification): ~3–5 business days.
- Step 2 (Testing): ~20–25 business days (testing begins after verification is completed).

Sample Quantity Needed

- Micro testing: 120 g
- Heavy metals + adulterants: 40 g
- Label claim testing: confirmed after label review



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