

PRIVATE LABEL SUPPLEMENTS

*Ingredients, Testing,
& Certifications*



praxera



Many health, well-being, and beauty business owners and executives are considering adding supplements to their shelves—for good reason. The supplement industry is growing exponentially, creating an opportunity to meet customers' needs and expand your business in new ways.

However, inventory and pricing can be concerns, making private-label supplement brand partnerships particularly attractive to many decision-makers.

Private labeling allows companies to create their own branded line of supplements based on the buying patterns of their customer base. They leverage the relationships built around the brand with a trusted supplement manufacturer's quality, consistency, and certifications.

Consumers are increasingly knowledgeable and discriminating about the supplements they purchase. This is why medical professionals and business owners like pharmacists, wellness coaches, and retailers should research supplement manu-

facturers carefully before partnering with one to create a private label brand.

This guide provides an in-depth look at the top-selling supplements offered by **Praxera**® Laboratories, including ingredients, third-party testing, and certifications—all major considerations for anyone deciding on a private-label supplement partnership.





A GROWING OPPORTUNITY WITH SUPPLEMENTS

In 2023, 74% of American adults took some form of dietary supplements, and 55% took supplements regularly, according to the Council for Responsible Nutrition. The market is still growing.

Supplement sales topped \$68.20 billion in 2023, and forecasters with Future Market Insights predict it will **grow to \$163.66 billion** by 2033. New markets of health-conscious consumers are buying more of these products to support healthy, normal functions of the body.*

According to the National Library of Medicine, around 600 supplement manufacturers and about 4,000 products existed in 1994. Today, according to the American Medical Association, there are around 90,000 products.

This rapid growth has created huge opportunities for healthcare practitioners and business owners that want to build their own brand while helping people maintain a healthy lifestyle.*

Private labeling with the right supplement manufacturer allows you to sell proven, top-selling supplements to discerning consumers while also building brand loyalty.



\$68.2 BILLION

*Supplement
sales in 2023*



TYPES OF SUPPLEMENTS FOR PRIVATE LABELING

One of the first steps to creating a private-label supplement line is understanding the available formats. Some provide more convenience for users, while others are best chosen based on absorption rates and bioavailability.

You might consider different types of supplements for various customer segments. For example, a company focusing on children's health may wish to add more chewables and liquids, as capsules may be difficult to swallow.

Businesses that want to incorporate supplements into a smoothie bar may focus on powders and liquids. Businesses and brands may also wish to create a unique product mix of various types.



CHEWABLES

Chewable supplements can be a soft chew or a chalky tablet, depending on the formula. Either way, they are designed to be consumed by chewing and swallowing without water. They can feature a variety of flavors, making them an easy, palatable choice for adults and children alike.



LIQUIDS

Supplements are also sold as liquids, an attractive alternative for people who avoid large capsules. Liquid supplements can be consumed with or without food, although they are frequently mixed with water, juice, or smoothies. Liposomal liquid supplements are also popular for their increased absorption rates.*



POWDERS

Often used in smoothies, powder supplements are another popular supplement type among private-label brands. Protein mixes are the most popular powder supplements as [*protein helps repair muscle tissue*](#) and creates enzymes.*



CAPSULES

Capsules remain the most popular offering for supplements, as the format can offer easy dosing while maintaining a high level of quality.



TABLETS

Like capsules, tablets are another traditional method of delivery for supplements. Tablets, which are compressed powder, can be sized to make them easier to swallow with water.

TRUTH IN LABELING FOR PRIVATE LABELERS

While some supplement manufacturers make products with minimal nutritional values and fillers you don't need, **Praxera**® Laboratories is one of a few companies to offer *truth in labeling*. We insist on using therapeutic levels of ingredients and potent formulas that are never watered down.

We made a commitment to truth in labeling when we opened our doors more than 50 years ago, and it remains the founding principle behind every formula we offer today.

**WE INSIST ON USING
THERAPEUTIC LEVELS
OF INGREDIENTS AND
POTENT FORMULAS**

OUR CUSTOMERS GET:

1

**DOCTOR-
FORMULATED
SUPPLEMENTS WITH
NO ARTIFICIAL
INGREDIENTS**

2

**THIRD-PARTY
TESTING AND
CLINICAL TRIALS ON
OUR PRODUCTS**

3

**RESTORATIVE
LEVELS OF ALL
NUTRIENTS**



INGREDIENTS, TESTING, AND CERTIFICATIONS FOR TOP-SELLING SUPPLEMENTS

Here is an analysis of the top-selling brands we offer, including the information sought after by consumers of brands alike.

All of these supplement brands are manufactured at our U.S.-based manufacturing site, which is certified by the FDA, the SQE, the GMP, and the NQA.

Spanning 26 different categories, Praxera Labs offers over **250** supplements, including medical and health products for joint health, immune system health, and more.* Some of our products target the differing concerns of our customers. The full list of ingredients for each product is available on our website.



DIETARY SUPPLEMENT TESTING



Praxera® Labs applies rigorous internal testing to guarantee the quality of all products. Our internal quality assurance protocols perform the due diligence necessary before each private-label formula is approved for retail sale.

This includes ensuring the claims on the label can be verified. For example, all bioengineering statements, shelf life, and major allergen statements regarding specific raw materials are tested internally using the **highest standards** in the industry.

Along with label claim verification, we include standard testing of microbial claims as well as heavy metal testing on the first three lots to determine the Prop 65 status.

With each of the following best-selling supplements we offer, retailers and medical professionals can feel confident they are getting the highest quality supplements for their clients and patients.

TRI-MAG 300



Tri-Mag 300 features three forms of chelated magnesium. Chelates are organic compounds that are attached to a mineral to enhance absorption.*

This supplement can support bone health, proper nerve function, and adrenal hormonal balance and manage sleep, mood, and normal blood sugar levels.*

Many Americans are at risk of a magnesium deficiency, especially if they eat processed foods or take certain medications that interfere with magnesium absorption. Even drinking too much coffee can lower the body's ability to absorb magnesium, according to a [peer-reviewed study](#) published in Life Science.*

Ingredients

The active ingredients in Tri-Mag 300 are three kinds of magnesium: magnesium taurinate, magnesium glycinate, and magnesium malate. Other ingredients include microcrystalline cellulose, hypromellose (capsule), and vegetarian leucine.

LEARN MORE »

DIMPRO®

Dimpro® is a dietary supplement that supports hormonal balance and weight management in men and women. It manages the balance of estrogen, testosterone, and progesterone for all genders. This can support the body's normal functions of fighting against free radicals, eliminating unwanted materials and waste, and using stored fat for energy.*

This proprietary blend of diindolylmethane, vitamin E, and phosphatidylcholine was created to support overall health in weight management. It can also help support exercise and the body's ability to develop lean muscle. This means some customers may look to Dimpro® for age-related changes, especially those in menopause or experiencing prostate challenges.*



Ingredients

This bioavailable complex has active diindolylmethane and vitamin E ingredients, such as tocophersolan, phosphatidylcholine, and silica. The capsules contain starch, microcrystalline cellulose, vegetable cellulose (capsule), and vegetarian leucine.

LEARN MORE »

A D K

A D K combines vitamins A, D3, and K2 (MK-7), a potent mix supporting bone, cardiovascular, and immune health. It can also help the body absorb calcium.*

The National Health and Nutrition Examination Survey, administered by the U.S. Centers for Disease Control and Prevention, has found many people need more essential vitamins than can be obtained from food alone. While available from the sun, Vitamin D is a common deficiency in those living in overcast climates or who spend a lot of time indoors.



Ingredients

In each serving of A D K, there is 1,500 mg of vitamin A as retinyl palmitate, 5,000 IU of vitamin D3 as cholecalciferol, and 500 mcg of vitamin K2 as MK-7. Other ingredients are hypromellose (capsule), microcrystalline cellulose, and vegetarian leucine.

[LEARN MORE »](#)

DAILY BEST™ ULTRA



Daily Best™ Ultra is a one-a-day multivitamin that combines 27 nutrients, many of which Americans tend to be deficient in. This supplement includes B vitamins, amino acids, and minerals that support the body's heart, bone, metabolic, and eye health.*

Ingredients

In one capsule, Daily Best™ Ultra contains vitamin A as 50% retinyl acetate, vitamin C as ascorbic acid, vitamin D3 as cholecalciferol, vitamin E as d-alpha tocopheryl succinate, thiamine as thiamine HCl, and many more nutrients for daily health.

[LEARN MORE »](#)

MEGA PROBIOTIC™ ND



For consumers looking for a non dairy probiotic supplement, we offer **Mega Probiotic™ ND**. This formula provides nine different strains of beneficial bacteria and **prebiotic fiber**, which can support the body's digestive system.*

Mega Probiotic™ ND is recommended for children, adults, and seniors — particularly those who are lactose-intolerant. Probiotics support a healthy digestive tract with beneficial microorganisms that provide gastrointestinal and neurological maintenance.*

Ingredients

Four main probiotic strains activate the Mega Probiotic™ ND formula. They are:

Lactobacilli (L. acidophilus, L. rhamnosus, L. casei)*

Located naturally in the small intestine, this bacteria strain produces lactic acid and helps to promote regularity while protecting the gut lining. It supports urogenital and vaginal health.*

Bifidobacteria (B. lactis, B. breve, B. longum, B. bifidum)*

Located in the colon, this strain makes lactic and acetic acids that push out unwanted materials regularly.*

Streptococcus thermophilus

Also a lactic acid producer, these bacteria line the gut wall to provide a barrier from unwanted materials. It also helps keep waste excretion regular.

Fructooligosaccharides (FOS)

A soluble fiber and prebiotic, this strain supports the growth of beneficial microorganisms in the intestinal tract.* As a fiber, it also increases the bulk in the gut to help with bowel movements.*

Other inactive ingredients are microcrystalline cellulose, vegetable cellulose (capsule), and ascorbyl palmitate.

[LEARN MORE »](#)

OMEGA 3 HP-D



Omega 3 HP-D is a top-selling supplement that provides superior-quality fish oil in a lemon-flavored soft gel that customers prefer. Omega-3 can provide **support for joint health**, as well as the cardiovascular and immune systems.*

This supplement offers an omega-3 formula with a high yield of eicosapentaenoic acid (EPA) and docosahexaenoic acid combined with 1,000 IU of Vitamin D3. The oil used in this product comes from wild-caught anchovies, sardines, and tuna before it is molecularly distilled for purity and stability.

This combination of supplementation is designed to help users maintain healthy bones, sharp memories, and functioning brains as they age.* It also supports smooth skin, comfortable joints, and good heart function.*

Ingredients

This supplement contains fish as 2,520 mg marine lipid concentrate, yielding 900 mg EPA and 660 mg DHA. It also includes 1,000 IU of Vitamin D3 as cholecalciferol.

Other ingredients are gelatin, glycerin, water, rosemary leaf extract, d-alpha tocopherol (as a preservative), and natural lemon flavor.

[LEARN MORE »](#)

HAIR EFFECTS™

A target audience of customers interested in hair growth, follicle health, and keratin production will be interested in Hair Effects™, a supplement for both men and women. This formula combines various ingredients to address the many causes of lackluster hair.* Reasons for troubled locks can range from hormone imbalances to a lack of essential nutrients.

The medical research and development team at Praxera® Labs included saw palmetto, beta sitosterol, and gamma linolenic acid (GLA) aid to block 5-alpha reductase, the enzyme often responsible for thin hair.* Then, they added pygeum extract and stinging nettle root to promote the repair of hair follicles.* Other ingredients add sulfur, which supports hair growth and keeps skin soft and smooth.*



Ingredients

The ingredients of this supplement include biotin, zinc as zinc picolinate, copper as copper sulfate, saw palmetto, and berry extract.

[LEARN MORE »](#)

METABOLIC MULTI



New research supports the addition of many bioactive vitamins and bioavailable forms of plant extracts to a daily supplementation regime to support metabolic health and maintain energy levels. In particular, the multivitamin and mineral supplement combination in *Metabolic Multi* is designed to support optimal health as we age.*

Ingredients

The ingredients in this powerful mix are vitamin A as 50% retinyl palmitate and 50% beta carotene, vitamin D3 as cholecalciferol, vitamin E as d-alpha tocopheryl succinate, thiamine as thiamine HCl, riboflavin as riboflavin 5-phosphate, and Alluvia® purple tea leaf extract.

[LEARN MORE »](#)

ALL-ZYME™

Many people add digestive enzymes into their supplement regime to support digestive tract function and nutrient absorption. *All-Zyme™* are enteric-coated tablets that contain 10 digestive enzymes to be released at the correct digestive intervals for the most effective delivery into the digestive tract.*

As one of the most comprehensive enzyme supplements available today, All-Zyme™ emphasizes proteolytic enzymes to help digest proteins.* This is ideal for those who experience occasional stress or who, with age or deficiencies, struggle to secrete optimum levels of enzymes.*



Ingredients

The ingredients for this supplement include calcium, such as calcium sulfate, pepsin, bromelain, ox bile, pancreas substance, and more.

[LEARN MORE »](#)



MICRONIZED DHEA

DHEA is a hormone that supports adrenal health for healthy aging. Its levels naturally decline with age and stress. When consumers choose to supplement with Micronized DHEA, they are working to maintain their immune system, thyroid health, memory, and energy.*

Ingredients

This supplement simply contains micronized DHEA. Its inactive ingredients are microcrystalline cellulose, vegetable cellulose (capsule), and vegetarian leucine.

[LEARN MORE »](#)



TAKE THE NEXT STEP WITH PRIVATE LABEL SUPPLEMENTS

Healthcare practitioners and health and wellness companies interested in introducing their own supplements will want to partner with a trusted supplement manufacturer.

Since 1973, **Praxera**® Laboratories has been a leader in nutritional research, product development, and innovation. Our dedication to integrity and insistence on superior quality reflects our core values, and our team of experts continues to set new standards for quality to keep you and your patients and customers as healthy and informed as possible.



1

BUILD YOUR PRODUCT LINE

With access to our extensive portfolio of wholesale **private label supplements**—plus low minimums and no set-up fees—you can quickly and easily build your product line from more than 250 doctor-formulated vitamins & supplements.*

2

TURN-KEY LABEL DESIGN

The right design can set your products apart online or on the shelf—and our designers are ready to help. Whether you want to customize a new label or choose from our professional pre-made templates, the **Praxera**® **design team** will help you create the perfect look for your new product line.

3

FAST TURNAROUND

Get ready to launch your new line of products right away. Start selling the market's most popular supplements—like ADK, Nattokinase, collagen, probiotics, sleep, iron, and magnesium—in as little as 3-4 weeks after approving your labels.

Do it with confidence, knowing that every product has gone through rigorous quality assurance processes.

Let's get started. Get in touch today to explore your options.

GET A CONSULTATION »