

Selling Supplements on Amazon

A Compliance & Launch Playbook

The supplement aisle on Amazon is one of the most valuable (and most scrutinized) categories on the platform. This guide walks emerging supplement brands through the compliance requirements, labeling rules, documentation standards, and go-to-market best practices you need to launch (and stay) on Amazon.

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INTRODUCTION

Why Supplements Are a Different Game on Amazon

Amazon is the #1 online destination for dietary supplements, but the platform treats this category with a level of scrutiny that catches brands off guard. Unlike most consumer goods, supplements face mandatory third-party testing, FDA-aligned labeling requirements, and real-time compliance enforcement that can suspend a listing without warning.

#1

Online channel
for supplements

~50%

of supplement listings
have labeling gaps*

90 days

to comply after
Amazon notification

*NutraIngredients, March 2026

What this means for your brand:

- ✓ You cannot treat Amazon like a standard retail channel. Supplements are gated, monitored, and regularly audited.
- ✓ Documentation needs to be ready before you list, not after you get flagged.
- ✓ Claims on your listing must match your label exactly. Creative marketing copy can trigger deactivation.
- ✓ The compliance bar keeps rising: requirements that were optional in 2023 are now mandatory enforcement in 2026.

COMPLIANCE FRAMEWORK

Amazon's Two-Pillar Compliance System

Effective April 2024 (and expanded to all supplement categories in December 2025), Amazon requires brands to satisfy two distinct compliance pillars before a supplement listing can go live.



Pillar 1: cGMP Certification

- Must be manufactured in a facility certified under 21 CFR Part 111 (FDA's cGMP standard)
- Certification must come from one of Amazon's 7 approved TIC providers. Private/first-party audits no longer accepted
- The GMP certificate must be current (within 12 months) and include facility name, address, audit scope, and expiration
- Audit timelines run 4–12 weeks, so plan ahead of your launch date



Pillar 2: Product Testing & COA

- Each ASIN must have a Certificate of Analysis (COA) from an ISO 17025-accredited laboratory verifying identity, potency, and purity
- COAs must be submitted through your chosen TIC
- Testing typically takes 3–30 days; high-risk categories face more extensive screens
- Standard testing costs \$400–\$800 per product; high-risk categories can exceed \$2,000



Important: Sellers have 90 days from Amazon's notification to achieve compliance or face listing deactivation. Don't wait for the flag — build this into your pre-launch checklist.

Amazon's 7 Approved TIC Providers:

NSF International

UL Solutions

Eurofins

Intertek

Mérieux NutriSciences

Certified Laboratories

SGS

DOCUMENTATION

The Documentation Stack You Need Ready

Amazon can request documentation at any time. Having these documents organized and ready before you list is the difference between a quick fix and a weeks-long disruption.

Always Required

GMP Certificate

From an Amazon-approved TIC; must reference 21 CFR 111; valid within 12 months

Certificate of Analysis (COA)

Finished product COA from ISO 17025-accredited lab; includes batch/lot number and test methods

Ingredient COAs

CoAs for each active ingredient from your manufacturer or supplier

Letter of Guarantee

Written attestation from manufacturer that the product meets requirements

FDA Facility Registration

Your manufacturer must be registered with the FDA and this number must be on file

If Private Label

Distributor Designation

You are listed as the distributor (not manufacturer) on all labels and documentation

FDA-Registered Manufacturer

Your contract manufacturer must hold active FDA registration; verify before signing

Pro Tips: When Amazon Asks for Documentation

- Respond only with what was specifically requested. Don't volunteer extra documents
- Submit as PDFs only, not photos; highlight relevant sections in long documents
- Keep your tone factual and neutral; avoid explanatory language or marketing copy
- Documentation must now go through your TIC, not directly to Amazon

LABELING

Label Requirements: Amazon Checks Line by Line

Your product label isn't just for consumers. It's the primary source of truth Amazon uses to validate your listing. Every element must comply with both FDA regulations (21 CFR 101.36) and Amazon's own content standards.

Required Label Elements (FDA + Amazon)

Statement of Identity

Must say "Dietary Supplement," no creative substitutes

Net Quantity of Contents

Count, weight, or volume; must match listing claims exactly

Supplement Facts Panel

Correct FDA format per 21 CFR 101.36; serving size + servings per container listed

Ingredient Amounts

All actives listed with proper units; "Other Ingredients" (excipients, capsule, colorings) separately disclosed

Manufacturer / Distributor Info

Name and full U.S. address required; FDA Facility Registration # recommended

FDA Disclaimer

Required if structure/function claims present: "These statements have not been evaluated by the FDA..."

Product Image Requirements

- ✓ Product images must show the complete label affixed to the product, not a mock-up or render
- ✓ The Supplement Facts Panel, ingredient list, and manufacturer info must be clearly legible in images
- ✓ Matrix codes, lot numbers, or serial numbers must be visible
- ✓ All weights shown on the product detail page must exactly match the Supplement Facts Panel, no rounding or marketing liberties

CLAIMS

What You Can (and Cannot) Say

Amazon's claims enforcement has tightened significantly, and your copy, A+ content, and image text are all subject to review.

✓ Allowed: Structure/Function Claims	✗ Prohibited: Disease Claims
✓ "Supports heart health"	✗ "Treats diabetes"
✓ "Promotes digestive balance"	✗ "Cures anxiety"
✓ "Helps maintain healthy energy levels"	✗ "Prevents cancer"
✓ "Supports immune function"	✗ "Reduces blood pressure"
✓ "Contributes to bone strength"	✗ "Clinically proven to heal..."

Real-World Examples: Common Trigger Words & Safe Alternatives

✗ Avoid	✓ Use Instead	Why It's Flagged
"Sleep aid"	"Sleep Support" or "Supports Circadian Rhythm"	Drug-regulated term. Okay for Zzzquil, not melatonin
"Brain fog"	"Supports Mental Clarity" or "Support Memory"	Not allowed under FDA or FTC guidelines
"Anti-inflammatory"	"Promotes Joint Comfort" or "Supports Healthy Inflammatory Response"	Triggers Amazon filters since anti-inflammatories are a drug class
"Anti-Anxiety"	"Promotes Relaxation" or "Supports a Calm Mind"	Same as anti-inflammatory; anxiety is a diagnosable condition
"Cures hangovers"	"Helps Rehydrate and Replenish" or "Supports Natural Recovery"	Supplement cannot "cure" a health condition. "Hangover" also restricted by Amazon

THE TIC PROCESS

Step-by-Step: The Amazon TIC Verification Process

When Amazon flags a supplement listing for compliance review, here is exactly what happens and what you need to do:

Create Your Listing

1

List your product in Seller Central. Amazon's system will recognize supplement-category ASINs and may immediately flag them for compliance review.

Check Account Health Dashboard

2

Your flagged ASINs will appear in the Manage Your Compliance dashboard. Review the status and deadlines for each ASIN.

Select a TIC Provider

3

Choose from the 7 approved providers (NSF, UL, Eurofins, SGS, Intertek, Mérieux, or Certified Labs). Request contact through the Account Health dashboard.

Receive TIC Invitation

4

Your chosen TIC will email you a portal invitation within ~24 hours. Log in and you will see your flagged ASINs pre-populated.

Submit Documentation or Samples

5

Either upload existing 3rd-party COAs and documentation, or ship product samples directly to the lab for testing. Testing timelines: 3–60 days.

TIC Communicates Results to Amazon

6

The TIC submits verification results directly to Amazon. If approved, your listing is unblocked. If not, you will receive specific remediation guidance.

FBA, Inventory & Account Setup: The Operational Essentials

FBA vs. FBM: What's Right for Supplements?

FBA (Recommended for most brands)

- ✓ Prime eligibility is critical for supplement conversions
- ✓ Better Buy Box performance vs. non-Prime offers
- ✓ Amazon handles storage, shipping, and returns
- ✓ Products must have ≥90 days shelf life remaining at time of FBA receipt
- ✓ Monitor IPI score to avoid inventory limits and storage surcharges

FBM (Special circumstances only)

- May make sense for temperature-sensitive products (refrigerated probiotics, etc.)
- Oversized or irregularly shaped bundles that incur high FBA fees
- You retain full control of shipping and storage, but risk losing the Prime badge

Inventory Planning for Launch

Stock 90+ days at launch velocity

Stockouts kill ranking momentum. Plan for at least 3 months of projected sales before pushing traffic.

Account for shelf life math

Amazon will reject shipments with less than 90 days until expiration. If your product has an 18-month shelf life and production takes 8 weeks, plan accordingly.

Build in compliance buffer time

TIC testing adds 3–30 days to your launch timeline — sometimes more for high-risk categories. Don't build a launch plan that assumes instant approval.

Brand Registry first

Enroll in Amazon Brand Registry before launch. It unlocks A+ Content, Sponsored Brands, and gives you faster resolution on IP issues. All critical for supplement brands.

From Live Listing to Category Presence: The Product Launch Playbook

Phase 1

Pre-Launch

- Complete TIC testing and documentation before listing goes live
- Enroll in Brand Registry to unlock A+ Content and Sponsored Brands
- Write Amazon-native copy. Do not repurpose DTC content
- Build product-focused hero images. Highlight key ingredients & benefits to help CTR
- Audit your product names to ensure compliance with Amazon policies
- Load 90+ days of FBA inventory; consider an Amazon-specific SKU if needed

Phase 2

Launch (Days 1–30)

- Launch at 10–20% below target MAP to build velocity. Bump to MAP once ranked
- Activate Subscribe & Save coupons to drive conversion and repeat purchases
- Enroll in Amazon Vine to seed first reviews (up to 30 via the program)
- Run Sponsored Products: defensive branded terms + offensive category keywords
- Run Brand Tailored Promotions (BTPs) to cross-sell with your existing catalog

Phase 3

Scale (Days 31–90)

- Expand keyword coverage in PPC as search term data accumulates
- Activate Sponsored Brands and Sponsored Display (+DSP) for full-funnel reach
- Update your Brand Story to feature new products
- Run branded PPC on established products to cross-sell to existing customers
- Review early customer feedback and ratings for listing or product improvements

The Most Common Supplement Launch Mistakes (and How to Avoid Them)

X Planning a quick launch before compliance is cleared

Fix: Testing can take 3-60+ days to verify, so create your listing and submit as soon as you have the essentials to avoid testing becoming a bottleneck later.

X Using "marketing English" in claims

Fix: Stick to the facts. Every ingredient name, amount, and unit must match the Supplement Facts Panel exactly. Getting flowery will get your product flagged. See next page for more info.

X Underestimating shelf-life constraints

Fix: Amazon rejects FBA shipments with <90 days of shelf life. Plan your production, shipment, and reorder cycles around this.

X Skipping Brand Registry

Fix: Brand Registry isn't optional — it unlocks A+ Content, Sponsored Brands, and counterfeit protection. Register before launch.

X Launching ads without reviews

Fix: Don't run PPC before you have 5+ reviews. Vine can accelerate this, but it takes time. Build it into your pre-launch plan.

X Not monitoring Account Health

Fix: Supplement listings can be flagged at any time. Check your Account Health dashboard daily and respond to any action items within 24 hours.

Working with an experienced Amazon partner can make the difference between a successful launch and a compliance headache. Cartograph has helped supplement brands navigate every step of this process.

Other Claims That Can Get You Flagged

Beyond disease claims, there's a longer list of specific phrases that Amazon and the FTC scrutinize. These don't always get flagged immediately, but they create liability and should be addressed proactively in your copy and label.

Claim / Phrase	What Amazon / FTC Requires
"Contains," "packed with," "powerhouse," etc.	Must have a research-confirmed, measurable dose per serving. Where applicable, the product must meet FDA Excellent Source standards.
Image of a natural flavor ingredient (e.g. vanilla beans next to "Vanilla Protein")	Must actually contain the claimed natural flavor (e.g. vanilla extract, not artificial). Same applies to any fruit or vegetable imagery.
Claims about a specific ingredient amount	The claim must match the dose in human-based research supporting it. Animal studies do not count.
"FDA Approved"	Supplements cannot be FDA approved; you cannot claim they are in copy or images, and you cannot use the FDA logo.
"Natural"	Cannot imply greater safety or effectiveness than other products. Cannot be used if the product contains artificial or synthetic ingredients.
"Healthy"	To use this term, the product must meet specific nutritional criteria established by the FDA. It's not a free marketing word.

Note on human data: The FTC and FDA increasingly require human-based scientific evidence for health benefit claims. Animal studies are not sufficient. This standard is already being enforced via warning letters and is expected to expand to Amazon enforcement.

If Your Listing Gets Suppressed: What To Do

Even compliant, well-documented listings get suppressed, and a suppressed listing loses ranking momentum every day it's offline. Here's how to get back up and running ASAP:

Review the Suppression Notification

1

Read the notification from Amazon carefully to understand the reason for the suppression. Be aware: Amazon sometimes does not issue a flag in Account Health. Check Performance Notifications and Compliance Health daily.

Identify the Root Cause

2

Determine whether the issue is a listing content problem (title, claims, images), a documentation gap (missing or expired COA/GMP), or a safety/ingredient concern requiring product-level remediation.

Address the Issue Directly

3

Listing issues: update copy, images, or claims. Policy violations: remediate and document changes. Safety/quality concerns: work with your TIC to provide updated documentation or testing.

Contact Seller Support & Submit an Appeal

4

Use Seller Central to communicate with Amazon. Be factual, concise, and include only what was requested. If appealing a policy violation, document exactly what you changed and how you've prevented recurrence.

Provide Documentation if Requested

5

Submit safety certificates, updated COAs, lab reports, or any relevant documentation. PDF format only — highlight the relevant section if the document is long. Go through your TIC, not directly via case.

Monitor Daily Until Resolved

6

Check account status daily after submitting. Amazon may request additional information. Once reinstated, audit your listing against this guide to prevent recurrence.

Further Reading & Official References

The regulatory landscape for supplements shifts regularly. These are the primary sources we reference when advising clients — bookmark them and check back whenever Amazon updates its policies.

Amazon Policy

Amazon Compliance – Dietary Supplements

sellercentral.amazon.com → Account Health → Manage Compliance

Amazon Restricted Products – Dietary Supplements

sellercentral.amazon.com → Help → Restricted Products

Amazon Dietary Supplement Requirements (updated 2024–2025)

sellercentral.amazon.com → Dietary Supplement Listing Requirements

FDA Guidance

FDA – Nutritional Labeling of Dietary Supplements (21 CFR 101.36)

fda.gov/food/dietary-supplements-guidance

FDA – Structure/Function Claims

fda.gov/food/dietary-supplements/structure-function-claims

FDA – Qualified and Authorized Health Claims

fda.gov/food/food-labeling-nutrition/authorized-health-claims

FTC Guidance

FTC – Health Products Compliance Guidance

ftc.gov/tips-advice/business-center/guidance/dietary-supplements

FTC – Dietary Supplement Advertising Compliance Guide

ftc.gov/business-guidance/resources/ftcs-dietary-supplements-advertising-guide

Third-Party Testing

NSF International – Supplement Certification

nsf.org/consumer-resources/articles/dietary-supplements

USADA – Supplement Connect (sport-specific testing)

usada.org/athletes/substances/supplement-411

Cartograph monitors Amazon supplement policy changes continuously and updates our client guidance as requirements evolve. Reach out at gocartograph.com for the most current playbook.

Selling supplements is hard. We make it less hard.

Cartograph is a full-service Amazon agency built for better-for-you CPG brands. We've helped supplement and wellness brands navigate the compliance maze, build category presence, and profitably scale revenue.

- End-to-end compliance navigation (TIC, cGMP, labeling review)
- Listing creation and A+ Content development
- Full-funnel Amazon advertising management
- Brand Registry setup and IP protection
- Ongoing account health monitoring

Ready to launch with confidence?

Let's talk about your brand.

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