



BSCG CERTIFIED DRUG FREE

MARKETING & SEAL GUIDELINES

CONGRATULATIONS ON YOUR CERTIFICATION!

Congratulations on meeting the requirements of the BSCG Certified Drug Free program and thank you for trusting us as your third-party certification provider. We welcome you as a client and look forward to working with your team to market your certification and the Certified Drug Free seal in accordance with the guidelines herein. Our team stands ready to provide quotes or help draft press releases or other announcements of program participation.

BSCG represents the gold standard in third-party certification and testing in the nutrition industry and our programs are well regarded internationally. We encourage you to take advantage of product certification by highlighting it in packaging, marketing materials, advertising, press releases and media interviews, and on your website and social media platforms.

BSCG certification demonstrates your brand has gone above and beyond industry standards to ensure products meet quality specifications, are free of banned substances or other harmful contaminants that can lead to health concerns or positive drug tests, and has established a quality control process based on Good Manufacturing Practices (GMP) principles. The BSCG Certified Drug Free seal helps your brand build credibility and trust among competitive athletes, military service members, first responders, and consumers who are looking for premium quality products.

We want you to take full advantage of the marketing opportunities, but we ask you to do it responsibly. If you have elected to certify all the products in your line you can use the Certified Drug Free seal throughout your entire marketing platform. If you elect to certify selected products the seal and marketing may only be associated with those specific items.

Please follow the following guidelines as you work to market the BSCG Certified Drug Free program.



BSCG – GENERAL DESCRIPTIONS

The following general descriptions of BSCG and our Certified Drug Free program are available for use in your marketing efforts. You may use your own language, or make edits, but we ask that it be pre-approved by BSCG before use. Hyperlinks are provided for website use; those may be removed for other purposes.



BSCG – THIRD-PARTY CERTIFICATION BUILT ON A LEGACY OF ANTI-DOPING IN SPORT

BSCG (Banned Substances Control Group) represents the gold standard in third-party certification and testing for the nutrition industry. BSCG's foundation is rooted in 30+ years of experience as a leader in Olympic and professional sport drug testing. World-renowned Olympic drug-testing pioneer Dr. Don Catlin, executive Oliver Catlin, and attorney Ryan Connolly founded BSCG in 2004 to offer reputable brands a third-party approach to distinguish products as free of banned substance concerns and provide athletes, military service members, first responders and consumers with assurance that products meet label claims and will not endanger health or lead to a doping violation. BSCG brings the Olympic standard in testing to the nutrition and natural product industries. Explore more about [BSCG](http://www.bscg.org) here.



BSCG – CERTIFIED DRUG FREE PROGRAM

The globally recognized [BSCG Certified Drug Free](http://www.bscg.org) third-party certification program offers the most comprehensive drug-testing protection available today. BSCG's protocol includes a 21 CFR 111 Good Manufacturing Practices (GMP) quality control process and compliance assessment, raw material ingredient and supplier review, and a general toxicology evaluation. Testing is conducted in International Organization for Standardization (ISO) 17025 accredited laboratories using methods that have been validated for nutritional supplement analysis and are included in the ISO 17025 Scope of Accreditation. The [BSCG Certified Drug Free](http://www.bscg.org) program provides athletes and consumers with the best protection available in the industry. |



BSCG – KEY ELEMENTS

The Key Elements of the BSCG Certified Drug Free program are outlined below for easy communication with your team or for inclusion in your marketing material. You may use your own language or make edits to the language below, but we ask that it be pre-approved by BSCG before use.

KEY ELEMENTS INCLUDED IN BSCG CERTIFIED DRUG FREE THIRD-PARTY CERTIFICATION:

- Individual lots are tested for more than 491+ drugs including 287 substances on the WADA Prohibited List that are banned in sport and 204 other prescription, OTC or illicit drugs.
- Every lot must be certified for an item to maintain certification.
- Random sampling and testing of off-the-shelf items may be conducted at any time.
- Initial toxicology review, banned substance review and ingredient risk evaluation.
- Certified items listed by individual lot number on the [BSCG Certified Drug Free database](https://www.bscg.org) and certified client page at www.bscg.org.



- Manufacturing quality control process and compliance assessment according to 21 C.F.R. 111 Good Manufacturing Practices (GMP), or other relevant national or international guidelines for quality control, focused on; supplier qualification, ingredient specifications and testing, finished product label verification and testing.
- Company included on BSCG Certified Drug Free Certified Clients page and marketing materials.
- BSCG Certified Drug Free seal can be used in marketing materials and packaging.



BSCG – KEY ELEMENTS

The BSCG Certified Drug Free program includes testing of each lot for BSCG’s industry leading drug testing menu to protect against doping positives or unwanted health impacts. The following language outlines the testing menu and what it covers. You may use your own language or make edits to the language below but we ask that it be approved by BSCG before use. Hyperlinks are provided for website use; those may be removed for other purposes.

The BSCG Certified Drug Free program tests each lot for BSCG’s [industry-leading drug-testing menu](#) covering more than 491 banned substances including 287 on the WADA Prohibited List and 204 other illicit, OTC, or prescription drugs. Our testing covers more drugs banned in sport than any other program in the world and is the only one to add coverage for drugs not banned in sport for additional health and regulatory protection. The WADA Prohibited List governs Olympic sport and also serves as a model for sport federations, professional sport leagues and military/vocational drug-testing programs, which ban many of the compounds on the WADA Prohibited List. As a result, BSCG’s industry-leading drug-testing menu offers security to athletes and professionals across the spectrum of WADA, NFL, MLB, NHL, NBA, WNBA, PGA, LPGA, MLS, ATP, WTA, FIFA, FINA, AFL, NRL, NASCAR, UFC, CrossFit, NCAA, military, law enforcement, and other drug testing programs.



CLIENT PAGE ON BSCG WEBSITE

BSCG provides each client with a page on our website to showcase your brand and participation in the BSCG Certified Drug Free program and drive interested parties to your website. It also provides a means for athletes, service members, first responders, and consumers to verify product certification. The page includes a brief company description, displays your logo, and offers a link to your website, a contact name, an email address, a phone number, as well as a database with your certified products and corresponding lot numbers listed (see example below). Your client page can be found by clicking on your logo on the [Certified Drug Free Clients page](#) on the BSCG website. We encourage you to provide a direct link to your client page from online marketing material that describes third-party certification in the BSCG Certified Drug Free program.

Show entries Search:

Product Name	Lot Number	Sample Type	Report Date
CR7 Drive (Acai Berry)	6021624A03 SKU 1463TW	Finished Product	2021/08/19
CR7 Drive (Acai Berry)	6021624C03 SKU 1463JP	Finished Product	2021/08/19
Formula 1 Sports (Vanilla)	D921617R01	Finished Product	2021/08/19
Formula 1 Sports (Vanilla)	D921617P03	Finished Product	2021/08/19
Formula 1 Sports (Vanilla)	D921617S04	Finished Product	2021/08/19
CR7 Drive (Acai Berry)	6021607A02 SKU 1463TH N(F3108)	Finished Product	2021/08/10
CR7 Drive (Acai Berry)	6021607B02 SKU 1463TH N(F3108)	Finished Product	2021/08/10

In order to have your Client Page set up, please provide BSCG with the proper files and information by sending the following to info@bscg.org or by filling out the Company Information Summary provided:

1. Company logo (High resolution jpeg preferred)
2. Company description (80 words maximum)
3. Company website address
4. Contact name
5. Contact phone
6. E-mail address



SOCIAL MEDIA

The world is a social place, and we want to part of your circle! In order to update your consumers on the latest supplement information and keep them informed about your product's certification, we encourage you to engage with BSCG via social media. We ask you to help us spread the word about the BSCG Certified Drug program by including it in content and social media messaging.

www.twitter.com/BSCGCertified



www.instagram.com/bscgcertified



www.facebook.com/BSCGCertified



Suggested Hashtags:

#BSCGCertifiedDrugFree #drugfreesupplements #DrugFree #SupportCleanSport #BSCG #supplementsforathletes #cleansupplements #drugfreesport #dietarysupplements



THE SEAL

The BSCG Certified Drug Free seal represents an ongoing commitment to product quality above and beyond industry standards. BSCG's highly regarded certification seals help establish a product's safety and quality, as well as a company's credibility and commitment to the highest standards. Consumers, more concerned than ever about health and wellness, have been shown to be increasingly aware of third-party certifications and look for them when deciding what to purchase. The BSCG Certified Drug Free seal, at right, is available for use in accordance with our certification program agreement and terms and the guidelines herein. Any other use of the seal or modifications thereof must be approved by BSCG in advance.



PLEASE ADHERE TO THE FOLLOWING GUIDELINES WHEN USING THE BSCG CERTIFIED DRUG FREE SEAL.

- BSCG Certified Drug Free seal may only be used in black on gold or white on black color combination, no other modifications are allowed without permission.
- Seal may only be used in association with product(s) for which BSCG has issued a certification, every lot must be sent for testing to maintain certification.
- Seal may be used on packaging for all lots of a product for which BSCG has issued a certification.
- Seal may be used in marketing materials and website content in such a way that it is clearly associated only with products that have received certification.
- Seal can only be used in general marketing for a brand if the entire line of products have received certification.
- No similar or potentially confusing mark or text shall be used on any product nor in the marketing of any product not certified by BSCG.
- Client agrees to send BSCG a sample of packaging displaying the use of the seal.



FONTS USED IN SEAL

FONT NAME
Bebas

VERSION
Bebas version1.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890...; ' " (!?) + - * / =

THE SEAL COLORS

The BSCG Certified Drug Free seal is available in black on gold or white on black color combinations as shown below. Client may change the background of the seal using any color, as long as no other part of the seal is changed. The text and outlines must stay either white or black. Change of background color must be approved by BSCG prior to use of the seal.



GOLD GRADIENT LIGHT
C:21, M:24, Y:100, K:0

GOLD GRADIENT DARK
C:44, M:45, Y:100, K:18

RICH BLACK
C:60, M:40, Y:40, K:100



THE DO'S AND DON'TS OF CERTIFIED DRUG FREE

- **Do** use the BSCG seal in association with products and lots that have been certified
- **Do** use the seal to showcase your commitment to quality, transparency, and product integrity following the guidelines outlined herein
- **Do** share why third-party certification from BSCG sets your product apart by going above and beyond industry quality control standards to protect consumers and drug tested professionals like athletes, service members or first responders
- **Do** describe certification as a means of providing 'assurance' that products meet quality specifications and are free of banned substances in sport and other drug contaminants
- **Do** use the BSCG Certified Drug Free seal and represent the key elements included in the program
- **Do** describe our industry leading drug testing menu as the best protection available against 491 banned substances in sport or other illicit, OTC and prescription drugs that may infiltrate products
- **Do** point customers to your BSCG page on our site where your certified lots are listed
- **Do** adhere to the logo guidelines and other directions provided herein
- **Don't** abuse the seal by using it in association with a product or lot that has not been certified
- **Don't** use older versions of the seal, make custom modifications to a seal, or create your own
- **Don't** assume your own internal quality standards and responsibilities no longer matter
- **Don't** suggest that certification is a 'guarantee' of product safety or drug testing protection
- **Don't** confuse the BSCG Certified Drug Free program with other BSCG certification programs
- **Don't** describe products as being 'WADA approved' or 'approved' by other anti-doping authorities as such groups do not formally approve or endorse any dietary supplements
- **Don't** sit idly by and do nothing to market participation in BSCG Certified Drug Free program
- **Don't** distort scale, change orientation, or violate the color code of the seal.





WE ARE HERE FOR YOU!

BSCG is here to answer questions from your marketing team as well as customers or athletes, teams and leagues you might be working with, through email or phone. We are also more than happy to provide materials to support presentations or education about the supplement industry, drug testing in sport, or the intersection between the two.

BSCG PHONE NUMBER: 800-920-6605

BSCG EMAIL: info@bscg.org

Thank you for selecting BSCG as your third-party certification provider and for representing your participation in the BSCG Certified Drug Free program with consideration to these Marketing & Seal Guidelines.

