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# **BSCG CERTIFIED DRUG FREE®**

MARKETING & PUBLIC RELATIONS GUIDELINES  
SEAL GUIDELINES

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## **CONGRATULATIONS ON YOUR CERTIFICATION**

Congratulations on having your product certified by BSCG. The rigorous BSCG Certified Drug Free® program is considered a gold standard in the industry. We encourage you to represent your certification in your packaging, marketing materials, advertising, on your website and through social media, and in press releases and interviews. Our BSCG Certified Drug Free® certification helps consumers and athletes know that they can trust your product. We offer our Marketing and Public Relations Guidelines as approved messaging to use to represent our program. The Seal Guidelines explain the approved use of the BSCG Certified Drug Free® seal.



## PUBLIC RELATIONS & MARKETING

Strengthening your brand can be done by collaborating with BSCG through public relations and marketing. Ways we can do this together include:

- News releases
- Social media
- Articles
- Sponsorships
- Speaking engagements
- Media relations
- Newsletters
- Events / expos
- Guest editorials
- Broadcast and print interviews

BSCG is happy to work with you to create a press release or other marketing materials to announce participation in our program and the certification of your products. If you elect to develop your own materials we are more than happy to assist. We ask that you consult with us in the development of any language used in the promotion of the BSCG Certified Drug Free® program to ensure it is appropriate and remind you that no language or materials containing quotes from BSCG leadership may be used without prior approval from BSCG. The boilerplate options below are approved for public relations purposes or use on websites or other marketing materials.

**Boilerplate (*abridged*):** [BSCG \(Banned Substances Control Group\)](http://www.bscg.org) is a highly regarded third-party dietary supplement certification provider developed and run by the Catlins, the most respected name in dietary supplement and sports drug testing. The BSCG Certified Drug Free® program includes testing for more than 272 drugs banned in sport and an additional 211 prescription, over-the-counter, and illicit drugs not banned in sport. A general toxicology review, audits for Good Manufacturing Practices (GMP) and compliance, as well as random “off the shelf” testing for certified products are conducted. For more information, visit [www.bscg.org](http://www.bscg.org).

**Boilerplate (*classic*):** [BSCG \(Banned Substances Control Group\)](http://www.bscg.org) is a highly regarded third-party dietary supplement certification provider founded in 2004 by renowned sports anti-doping pioneer Don Catlin, M.D., his son, industry leader Oliver Catlin, and respected Los Angeles attorney Ryan Connolly. BSCG’s Certified Drug Free® program includes testing for more than 272 drugs banned in sport and an additional 211 prescription, over-the-counter, and illicit drugs not banned in sport. In addition, the BSCG Certified Drug Free® program incorporates a general toxicology review, a Good Manufacturing Practices (GMP) quality control process review, as well as random “off the shelf” testing for certified products. For more information, visit [www.bscg.org](http://www.bscg.org).

**Boilerplate (*full*):** [BSCG \(Banned Substances Control Group\)](http://www.bscg.org) is a leading independent third-party dietary supplement certification provider. Founded in 2004 by renowned pioneering sports anti-doping scientist Don Catlin, M.D., his son, respected executive Oliver Catlin, and prominent Los Angeles attorney Ryan Connolly, BSCG is backed by more than three decades of experience with drug testing in sport. The BSCG Certified Drug Free® program is a complete quality control solution trusted by supplement manufacturers, ingredient suppliers, athletes and teams to provide assurances on the quality of supplement products. BSCG tests for more than 272 drugs banned by sporting groups including WADA, NFL, MLB, NHL, NBA, MLS, PGA, LPGA, NCAA, ATP, WTF, UFC, NASCAR and others and is the only certification provider to cover an additional 211 prescription, over-the-counter, and illicit drugs not banned in sport. In addition, the BSCG Certified Drug Free® program incorporates a general toxicology review, a Good Manufacturing Practices (GMP) quality control process review, as well as random “off the shelf” testing for certified products. For complete information about BSCG and its Certified Drug Free® program, visit [www.bscg.org](http://www.bscg.org).



## CLIENT PAGE ON BSCG WEBSITE

BSCG provides each client with their own page on our website to showcase their participation in the BSCG Certified Drug Free® program and drive interested parties to the brand's website. As a client, the page 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 batch numbers listed. Your client page can be found by clicking on your logo in the rotating scroll from any BSCG page or on the [Certified Drug Free® Clients](#) page on the BSCG website, it can also be accessed using the Certified Drug Free® dropdown on our support pages. Anywhere we have hyperlinked to the [BSCG Certified Drug Free® Database](#) within this document, please feel free to replace the link with your individual client page link.

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

1. Company logo (A high resolution jpeg is preferred)
2. Company website address
3. Contact name
4. Contact phone
5. E-mail address



## SOCIAL MEDIA

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. This can be accomplished by providing on your website a direct link or a hyperlink to our social media accounts. We also suggest that you mention your BSCG Certification and its benefits regularly in your social media messaging.

### **BSCG Social Media Accounts:**

Twitter – Handle name: [@BSCGCertified](https://twitter.com/BSCGCertified) – Link: [twitter.com/BSCGCertified](https://twitter.com/BSCGCertified)

Facebook – Page name: [Banned Substances Control Group](https://www.facebook.com/BSCGCertified) – Link: [www.facebook.com/BSCGCertified](https://www.facebook.com/BSCGCertified)

Instagram – Username: [@BSCGCertified](https://www.instagram.com/bscgcertified) – Link: [instagram.com/bscgcertified](https://www.instagram.com/bscgcertified)

### **Suggested Hashtags:**

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

### **Suggested Messaging:**

- “We are proud to announce our partnership with BSCG Certified Drug Free®. Check out BSCG: <http://www.bscg.org/>”
- “Did you know that BSCG Certified Drug Free® is overseen by the Catlins, the most respected name in sports drug testing and toxicology?”
- “BSCG helps spotlight responsible supplement manufacturers – like us!”
- “@BSCGCertified tests for more banned substances in sport than other supplement certification program AND is the only program to include testing for prescription, over-the-counter, and illicit drugs not banned in sport, offering additional protection to our consumers”
- “Did you know that over half of the contamination issues that the FDA finds in supplements come from drugs not banned in sport? Supplement consumers need protection beyond drugs banned in sport #BSCGCertifiedDrugFree”
- “In continued efforts to provide assurance that your supplements are the safest they can be, @BSCGCertified conducts a toxicology review, GMP audit, and random “off the shelf” testing of products with the #BSCGCertifiedDrugFree seal.”
- “Honored to verify our supplements as drug free through the BSCG Certified Drug Free® program”



## COMMUNICATING YOUR BSCG CERTIFICATION MESSAGE

No matter what form of marketing messaging is being produced, it is important to use appropriate language. We encourage our clients to develop a section of their website to inform their consumers of the BSCG Certified Drug Free® program. The following six options are available when referencing the BSCG relationship or the BSCG Certified Drug Free® program. 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.

1. [BSCG Certified Drug Free®](#) represents the gold standard in third-party dietary supplement certification offering perhaps the most robust supplement protection program available today. The program ensures that hidden drugs are not present in dietary supplements and that certain quality standards and processes are in place. BSCG's foundation is rooted in 30+ years of experience as a leader in Olympic and professional sport drug testing. The BSCG Certified Drug Free® standard testing menu covers 483 drugs, more than any other program available. This includes 272 drugs on the World Anti-Doping Agency (WADA) Prohibited List and an additional 211 illicit, prescription, and over-the-counter drugs not banned in sport. BSCG Certified Drug Free® is the only certification program to go beyond drugs banned in sport and test for others that have proven to be a concern in supplements. Drugs like PDE-5 inhibitors (Viagra), muscle relaxants, pain killers, antidepressants, benzodiazepines, and more. This adds significant protection for athletes and general consumers. Ongoing testing is required with either every batch tested or monthly testing. Random testing is conducted on occasion. BSCG detection levels are among the lowest available with capabilities in the low part per billion range, which is essential when it comes to athlete protection.



BSCG's sport drug-testing menu is focused on the WADA Prohibited List. The WADA list governs Olympic sport and is used by all National Anti-Doping Organizations (NADOs) including ASADA, UKAD and USADA. It 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, the BSCG program offers drug-testing security to athletes and professionals across the spectrum of WADA, NFL, MLB, NHL, NBA, WNBA, PGA, LPGA, MLS, ATP, WTF, FIFA, FINA, AFL, NRL, NASCAR, CrossFit, military, law enforcement, and other drug-testing programs.

The comprehensive drug-testing protection BSCG Certified Drug Free® supplement certification provides is only one key element of the program. BSCG's protocol includes a 21 CFR 111 Good Manufacturing Practices (GMP) quality control process review, raw material ingredient and supplier review, and a general toxicology assessment. 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® program provides athletes and consumers with the best protection available against possible drug contamination. All (Company Name) BSCG Certified Drug Free® products are listed [here](#) by product name, lot number, and report date.



## COMMUNICATING YOUR BSCG CERTIFICATION MESSAGE

2. The BSCG Certified Drug Free® program represents the gold standard in third party dietary supplement testing and certification for banned drugs. Overseen by renowned drug-testing pioneer Dr. Don Catlin and his son Oliver Catlin, BSCG's rigorous science-first program provides assurance that products and ingredients are free of drugs and other harmful agents that can lead to health concerns or positive drug tests. The BSCG Certified Drug Free® standard testing menu covers 483 drugs, more than any other program available. This includes 272 drugs on the World Anti-Doping Agency (WADA) Prohibited List and an additional 211 illicit, prescription, and over-the-counter drugs not banned in sport.

Find out more about the [BSCG Certified Drug Free® program](#).

Verify product certification in the [BSCG Certified Drug Free® database](#).

[Follow @BSCGCertified on Twitter](#)

[Click Here to Like BSCG on Facebook](#)



3. The BSCG Certified Drug Free® program represents the gold standard in third party dietary supplement testing and certification for banned drugs. BSCG's expert testing helps establish our brand and products as reputable and drug free and provides athletes and other consumers with trusted supplement options. Our certified products are listed on the [BSCG Certified Drug Free® database](#).

[Follow @BSCGCertified on Twitter](#) 

[Click Here to Like BSCG on Facebook](#) 



## COMMUNICATING YOUR BSCG CERTIFICATION MESSAGE

4. We are proud to be [BSCG Certified Drug Free®](#).

Verify that (*product name*) has been certified in the [BSCG Certified Drug Free® database](#).

[Follow @BSCGCertified on Twitter](#) 

[Click Here to Like BSCG on Facebook](#) 

[Follow @BSCGCertified on Instagram](#) 

5.



We use the BSCG Certified Drug Free® program to ensure that our product is free of drugs banned in sport and other illicit, prescription, or OTC drugs for the protection of competing athletes and our general consumers. Find out more about the [BSCG Certified Drug Free® program](#).

6. (*Company name*) is proud to have our products analyzed and certified by BSCG, the gold standard in dietary supplement certification. Please visit [www.bscg.org](http://www.bscg.org) for complete program information.

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[Follow @BSCGCertified on Instagram](#) 





## **BSCG IS HERE TO ASSIST**

BSCG is here to answer your questions as well as your customers' questions, including athletes, teams and/or leagues you might be working with, through email or phone. We are also more than happy to provide information regarding the supplement industry, drug testing in sport, and the intersection between the two.

**BSCG PHONE NUMBER: 1-800-920-6605**

**BSCG EMAIL: [info@bscg.org](mailto:info@bscg.org)**

BSCG encourages the promotion of the BSCG Certified Drug Free® program and its seal on your packaging, marketing materials, advertising, website and through social media, press releases and interviews. Feel free to contact us if you would like to work with BSCG. Again, please note that any custom language must be pre-approved by BSCG.

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# SEAL GUIDELINES

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## THE SEAL

The BSCG Certified Drug Free® seal represents an ongoing commitment of safety and certification. The BSCG seal provides assurance that supplement products, ingredients or facilities are free of drugs and other harmful agents that can lead to health concerns or positive drug tests. This enables our clients to establish their brands and products as reputable and drug free. It also provides athletes and consumers with trusted supplement options. The BSCG Certified Drug Free® seal, shown at right, is available to clients for use in accordance with our certification program agreement and terms. The seal may also be provided to other groups for their use if such use is approved by BSCG in advance.





## USE OF THE SEAL

The BSCG Certified Drug Free® seal is used when a supplement product, ingredient or facility has been certified through the BSCG Certified Drug Free® program. The BSCG Certified Drug Free® program provides assurance that supplement products and ingredients are free of drugs and other harmful agents that can lead to health concerns or positive drug tests.

- Client may display seal only on product(s) or ingredient(s) for which BSCG has issued a certification in accordance with agreement terms.
- Client may display seal on all batches for which BSCG has issued a certification.
- Client may use seal in marketing materials and website content in such a way that they are clearly associated only with products that have received certification.
- Client may not use seal in general marketing of its entire line of products, or any portion thereof, unless all client products have received certification.
- BSCG may provide suggested marketing language to client in an effort to ensure consistent communication of program benefits.
- Client agrees that no similar or potentially confusing mark or text shall be used on any product nor in the marketing of any product that is not certified by BSCG.
- Client agrees to send BSCG a sample of its packaging displaying the use of the seal.



## FONTS USED IN SEAL

### FONT NAME

Bebas

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

### VERSION

Bebas version1.0

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## SEAL COLORS

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





## DON'T ABUSE THE SEAL

Please adhere to the logo abuse guidelines and never distort, scale, change orientation or violate the color code.



**DISTORTION**  
Do not distort the logo in anyway.



**SCALE**  
The proportions of the logo should not be altered.



**ORIENTATION**  
The logo elements should never be altered.



**COLOR**  
Background color can be changed. Text and outlines must be either white or black.



Thank you for trusting BSCG Certified Drug Free® as your supplement certification provider and for representing program details and participation with consideration to BSCG Marketing & Public Relations Guidelines and Seal Guidelines.

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