



# Is Your Product Ready to Launch?

## Maybe – Maybe Not.

By *Tammy Blakemore*, Chief Executive Officer of *Execute To Achieve*.

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In the supplement industry it's common to see glossy packaging, star-worthy marketing, and persuasive product language—with the focus on emotional appeal or a tempting call to action and buy their product. Unfortunately, quality can be an afterthought or even forgotten in the whole process. Quality drives customer loyalty, and this is a critical aspect that manufacturers and brand owners need to remember. Without a quality product you don't have anything substantial to sell or you might be able to sell it only once, missing the opportunity to gain a long-term customer that comes back to you time and time again.

Before you launch your product, here's a quick quality checklist to make sure you are ready to go.

- Have you done any product development testing to see if there are ingredient interactions or possible testing issues with the sample matrix? Many test methods are designed for single ingredient raw materials or simple finished products. The methods used for testing may not always be possible in a blended finished product. The only way to know if there are method issues is to test the product. This will allow you to create realistic product specifications and data-proven justifications for not testing any interfering chemical marker.
- Have you defined the specifications of the product? The FDA requires all products to have specifications and to prove that the product meets those specifications. The label owner is responsible meeting label claims in the final product. The laws can be confusing, but we are here to help you figure this out!
- Have you reviewed your label to ensure accuracy and validated any claims? Labels should be reviewed by a regulatory expert to determine if you are meeting all the legal requirements. This needs to be done before the product launch to ensure compliance.
- Are you including an expiration date on your label? If so, then stability testing should be completed to verify the shelf-life of the product. This is a big decision that should be made before you launch the product so you can list accurate information.

While these are just a few examples of quality questions that should be asked before any product launch, there are many things to consider. We can help! **Execute To Achieve** can help you create a custom quality checklist and guide you step-by-step through the entire process before your product launch! This will not only prevent headaches down the road, but will also ensure you are selling a high-quality product to your customers, ensuring they keep coming back to you for more.

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## About Execute To Achieve

After spending years in the food and supplement industry, it was clear that resources need to be dedicated to education, training, and guidance on how industries and brands alike need to comply with FDA requirements. Our team of experienced managers will assist your company in building a quality food safety mindset, maintain compliance with ISO and FDA regulations, and train employees for strong retention. Employees want to be part of a team when they are empowered, knowledgeable, and confident in their job.

Contact us at [solutions@executetoachieve.com](mailto:solutions@executetoachieve.com) and let us give guidance to your organization too!