



The Canine Supplement Quick Checklist

01 BEFORE YOU BUY

Where Is It Actually Manufactured?

- ☐ The company clearly states who the manufacturer is and the country of origin is disclosed: on their website, packaging, or upon request. If not listed publicly, contact the brand directly.
- ☐ The manufacturer holds an independent third-party certification such as SQF or NSF, not just a self-declared "cGMP" claim or "FDA registered facility."
- ☐ The brand holds the NASC Quality Seal and the manufacturer holds NASC Preferred Supplier status, ensuring accountability at both the brand and production level.
- ☐ A lot number and expiration date are clearly printed on the packaging, confirming the brand can trace any quality issue back to a specific production run. Don't have the physical package yet? This will need to be verified by the brand directly.

02 BEFORE YOU BUY

Who Reviewed or Formulated It?

- ☐ A licensed veterinarian was involved in the development or review of the formula, and the brand discloses more than "veterinarian formulated" or "vet approved." It specifies what was actually reviewed, validated, or what actions were taken.
- ☐ That involvement was by a board-certified veterinary specialist (a credential requiring years of advanced, post-doctoral training beyond a general veterinary degree), not a general-practice veterinarian or a celebrity endorsement.

03 BEFORE YOU BUY

Has It Been Independently Tested?

- ☐ An independent lab has tested the finished product, the brand can provide the Certificate of Analysis (CoA) to prove it, and the CoA is published on their website or provided upon request without resistance. (♦ If unchecked, WALK AWAY.)
- ☐ Testing is batch-specific: the CoA on file is for a recent production batch and is under two years old. (♦ If unchecked, WALK AWAY.)
- ☐ The amounts declared on the supplement label are verified: either by a CoA from an independent lab for ingredients where testing protocols exist, or by supplier documentation for ingredients where no testing protocol is available. (♦ If unchecked, WALK AWAY.)

04 BEFORE YOU BUY

Is the Label Fully Transparent?

- ☐ Every active ingredient's amount is listed in milligrams or CFUs, not as a percentage or left blank.
- ☐ No proprietary blend or complex hides individual ingredient amounts. Every ingredient inside one still shows its own milligram or CFU number. (If no blend is used, check this box.)
- ☐ The serving size is not artificially inflated: values reflect a single, honestly defined unit (one chew, capsule, scoop, or stated liquid measure), not a multi-unit serving disguised as one.
- ☐ The full ingredient panel, active and inactive, is published on the brand's website, product listing, or provided upon request. (♦ If unchecked, WALK AWAY.)

05 BEFORE YOU BUY

Are the Core Ingredients Backed by Science and at Effective Levels?

- ☐ The brand can point to published research or a manufacturer's recommended level for the ingredients they claim drive results.
- ☐ The amounts in the formula meet or exceed what the research or manufacturer's recommended level supports. (♦ If unchecked, WALK AWAY.)

06 BEFORE YOU BUY

Is the Formula Made With Quality Ingredients?

- ☐ No added sugars (maltodextrin, molasses, honey, or powdered sugar) in the inactive panel.
- ☐ No refined starches (tapioca starch, corn starch, pea starch, or potato starch) in the inactive panel.
- ☐ The formula contains no omega-6-dominant seed oils (soybean, corn, safflower, cottonseed, peanut, or generic "vegetable oil") in the inactive panel.
- ☐ The formula contains none of the following preservatives: potassium sorbate, sodium benzoate, propionic acid, calcium propionate, or BHA/BHT.

07 BEFORE YOU BUY

Is the Formula Transparent and Safe for Your Dog?

- ☐ Every inactive ingredient is explicitly named (e.g. 'sunflower lecithin,' not 'lecithin'; 'coconut glycerin' or 'vegetable glycerin,' not 'glycerin'; 'natural chicken flavor,' not 'natural flavor').
- ☐ The full panel is free of your dog's known food sensitivities (beef, chicken, fish, shellfish, dairy, egg, wheat, corn, soy, lamb, or other). (♦ If unchecked, WALK AWAY.)

08 BEFORE YOU BUY

Does the Brand Offer a Money-Back Guarantee?

- ☐ A clear, no-questions-asked money-back guarantee. (♦ If unchecked, WALK AWAY.)
- ☐ The guarantee window is clearly stated in days (30, 60, or 90), not vague language like "satisfaction guaranteed" with no defined timeframe.
- ☐ The guarantee policy is easily accessible on the brand's website and clearly outlines the timeframe, how to initiate a return, and what the refund covers.

09 BEFORE YOU BUY

Is the Brand Transparent About Pricing?

- ☐ The price per serving and recommended daily serving amount by weight are clearly stated, and the total cost per pouch or jar is disclosed.
- ☐ Subscription or auto-ship terms are fully disclosed before purchase: the renewal price is clearly stated and any price changes are disclosed upfront.

10 AFTER YOU BUY

Did It Work for Your Dog?

- ☐ Your dog consistently and willingly consumes the supplement. (♦ If unchecked, WALK AWAY.)
- ☐ After a brief adjustment, zero ongoing adverse signs (stool, energy, appetite, coat, behavior). (♦ If unchecked, WALK AWAY.)
- ☐ The manufacturer is accessible and takes adverse-event reports seriously, with a clear way to contact them on the packaging. (♦ If unchecked, WALK AWAY.)
- ☐ In the area(s) the supplement is intended to support, you observe consistent, meaningful improvement that was not present before starting the product and that persists with continued use. (♦ If unchecked, WALK AWAY.)

SCORE 1 (Q1-9): "If unchecked, WALK AWAY" boxes must pass first. 24-26 = standard · 22-23 = caution, better exists · below 22 = do not buy. SCORE 2 (Q10): All walk-aways. 4/4 = continue · below 4 = walk away.