Informed-Choice is a testing and certification program for sports supplements and ingredients, designed to test products to ensure they are not inadvertently contaminated with substances prohibited in sport by the World Anti-Doping Agency (WADA).

The Informed-Choice program was founded in 2007 by HFL Sport Science, a world-class sports anti-doping laboratory, with the support of sporting bodies and the supplement industry. Its sister program, Informed-Sport - was developed in 2008 in collaboration with UK Anti-Doping - the UK’s national doping organization.

Why is prohibited substance testing necessary?
Responsibility for the quality of a product rests entirely with the manufacturer, and reputable manufacturers do everything in their power to keep their supplements free from contaminants. However, even a trace level of contamination with a banned substance is a threat to the career of an elite athlete and requires a sensitivity of screening considerably beyond routine quality control systems.

For more information visit: www.informed-choice.org
Email: info@informed-choice.org
Tel: +1 859 721 0180
How to register
Informed-Choice registration process

STAGE ONE
Product and manufacturing quality review
This assessment draws on many years of experience in supplement analysis and evaluates the integrity of the manufacturing stages from supply of raw materials, through third party manufacturing, into packaging and storage.
The program is co-ordinated by a central administrator (LGC) and calls on the advice of the Informed-Sport Advisory Panel as and when needed. All information is held in strict confidence between LGC and the prospective program member (Member).

STAGE TWO
Product testing to ISO 17025 standards
Pre-registration testing requirement: a minimum of five samples per product to be registered. These should comprise three samples from a single batch (to assess intra-batch variation) and one sample from two further batches (to assess inter-batch variation).
Post Registration testing: Once registered, samples are purchased at retail monthly by and Informed-Choice administrator. This blind sample testing assures consumers that the products they are purchasing are being monitored by an independent quality assurance program. In addition to blind sample testing, companies may submit individual batches that are supplied to drug tested teams.

STAGE THREE
Logo use and web directory
All Members are entitled to use the Informed-Choice logo on registered products. In addition all tested products are listed on the Informed-Choice web directory, allowing elite athletes to choose products which have been screened for banned substances and to avoid those that have not been through the Informed-Choice certification process.

The following key elements are integral to the Informed-Choice program;
• Audit of the quality systems in place at the manufacturing facility
• Product label review
• Product testing using ISO 17025 accredited methods
• Pre-registration testing of products
• Post-registration monthly blind sample testing
• Use of the Informed-Choice logo
• Display of tested products on the Informed-Choice website
• Website for communication and education.
The Informed-Choice standard provides a defined specification based on the very best scientific expertise to both manufacturers and consumers and re-assurance that products bearing the Informed-Choice logo can be TRUSTED.

All test results are reported to the Member on a confidential basis.