



INFORMED-CHOICE Program Facts

The INFORMED-CHOICE testing specification has been developed based on the analysis of well over 25,000 supplement samples over 9 years, as well as research into supplement contamination levels and analysis of positive drug tests within professional sport on a global basis. The detection limits indicated are widely considered to be those necessary to re-assure the athlete that they are not taking undue risks.

INFORMED-CHOICE can test products and ingredients for over 200 substances that are prohibited in sport. Within this, HFL Sport Science have identified 147 core analytes that may occur as contaminants in supplements, and these are tested using ISO17025 accredited methods. All of these substances appear on the WADA Prohibited List, as well as lists from organizations such as the NFL, NCAA, MLB, NBA and NHL.



INFORMED-CHOICE is a banned substance screening program designed to test supplements and their ingredients for inadvertent contamination with substances prohibited by WADA (the World Anti-Doping Agency), NFL, MLB and NCAA.

The INFORMED-CHOICE program was formed with the support of a World Class doping control lab with over 48 years of anti-doping expertise.

The following key elements are integral to the INFORMED-CHOICE program:

- ✓ **Product assessment / manufacturing and supply chain review**
- ✓ **Supplement product testing using ISO17025 accredited methods**
- ✓ **Pre-registration testing of products**
- ✓ **Post registration blind testing**
- ✓ **Every batch testing (SPORT Program)**
- ✓ **Use of the INFORMED-CHOICE Logo**
- ✓ **Display of tested products on INFORMED-CHOICE website**
- ✓ **Website for communication and education**

Pedigree	Experienced in doping control since 1963 and former WADA lab; provision of data to legally defensible standards
Banned Substance Screened	147+ Banned Analytes
Substance prohibited list	WADA, NFL, MLB, NBA, NHL, ATP, WTA, PGA, LPGA, MLS, NCAA
Manufacturing & raw material review	Certification requires GMP (or equivalent) certification and audits as part of our registration assessment audit. A complete review of raw materials, manufacturing and supply chain is performed prior to entry into the program.
Brands/Products Tested	Over 5000 products annually for over 140 brands - HFL is the largest commercial provider of supplement testing services on a global level
Global Program	HFL Tests to ISO17025 International standards for 140 companies in over 40 countries worldwide.
Offices & Accessibility	INFORMED-CHOICE has offices in both the USA and UK. The US office is based in Lexington Kentucky and Westminster Colorado.
Testing Facility	15,000 square foot state of the art facility based out of the UK and an 8,500 sq ft lab in Lexington, KY. Full transparency of testing procedures, accreditation, chain of custody etc.
Testing Turn-around time	6 days standard
Organization Recognition	UK Sport (USADA equivalent) and over 100 sports bodies worldwide, including English Rugby Union, English Rugby League, PGA European Tour, English Football Association, USOC, US Skiing and Snowboarding, etc
Experienced Staff	HFL has over 48 years of expertise in anti-doping and over 450 people-years of research into doping control.
Website	The INFORMED-CHOICE website provides an educational portal for athletes and manufacturers and shows actual testing results so users can see which actual batches have been tested.
Additional Services	Product efficacy testing, contaminant testing, label claim verification, fitness and health screening, athlete and sports body support (web contact forms, workshops, seminars, educational materials, etc - all provided free of charge). Label Claim review, contaminant testing.

Pedigree

HFL (now HFL Sport Science) has been undertaking drug testing for sports regulators since 1963. Over 450 man-years of research into doping control has underpinned over 900 man-years of surveillance for a combination of human, equine and canine sport – liaising with the International Olympic Committee, WADA, and Turf Clubs around the world. HFL is a world class laboratory, providing global leadership in research and analysis to protect the integrity of sport.

HFL is currently working with over 100 sports authorities in over 20 countries, and with over 140 supplement companies in over 40 countries.

Working with HFL provides confidence derived from experience across all major sports, at the forefront of doping control science.



Accreditation

ISO 17025 is the key standard for an analytical laboratory. It provides absolute confidence that if contamination exists above the defined limit of detection, then it will be identified and called “positive”.

Laboratories that do not meet this standard may call a “negative” simply because they are unable to find the contamination, NOT because it is absent. Their techniques may be wholly inadequate.

Analysis is of no value unless it meets the exacting requirements of the various regulating bodies.

HFL understands the importance of integrity, and analytical methods for supplement analysis meet the requirements of:

ISO 17025	(international standard for analytical laboratories)
GLP	(Good Laboratory Practice)
GMP	(Good Manufacturing Practice)

Expert Support and Advice

HFL has been analyzing sport-related samples for over 47 years, and therefore understands issues of integrity, and the importance of legally defensible data.

Partnering with HFL provides access to such expert support, offering advice in a range of circumstances:

- marketing claims
- Media claims

WADA Experience

HFL was only the 34th laboratory in the world to be accredited by WADA/IOC. Experience within this elite environment has provided a unique understanding of the regulatory environment from a laboratory perspective.

WADA now prohibits any of its accredited labs from providing testing services to supplement companies. HFL withdrew its WADA accreditation in 2007, ensuring that a high integrity service could be provided to address issues of Quality Assurance within the trade.

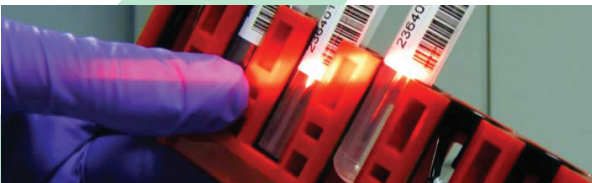


Chain of Custody

High integrity tracking of samples from receipt to report are fundamental to the way HFL does business. Samples are tracked through the lab environment with a state of the art LIMS (Laboratory Information Management System) – providing absolute confidence across the analytical process.

Secure storage is equally important – and HFL has been providing such services for over 47 years.

Partnering with HFL provides absolute confidence; we understand the importance of sample management.



Connections with Regulators

As a doping control laboratory, HFL works directly with sports authorities – National Anti Doping Organizations and National Governing Bodies worldwide.

Providing advice and expert support, HFL is able to represent the views of partners and assist in the shaping of future regulation.

Sample Analysis

Samples are analyzed using a combination of high sensitivity scientific techniques – chromatography, and mass spectrometry. Detection limits that are measured in parts per billion can then be achieved. HFL provides partners with educational support to help in the understanding of the analytical techniques and the interpretation of the results.

HFL analyzes over 5,000 supplement samples each year, drawn from:

- raw ingredients
- swabs from manufacturing sites
- powders
- capsules
- tablets
- gels
- bars
- liquids

To minimize delays in the manufacturing process, samples are typically analyzed within just 6 working days from receipt on site.

Dedicated Team

HFL has assigned a dedicated team of scientists, focused entirely on the analysis of supplement samples. Partners will develop a close relationship with this team, working together to deliver timely results and any associated advice.



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