

360 steps to absolute product purity

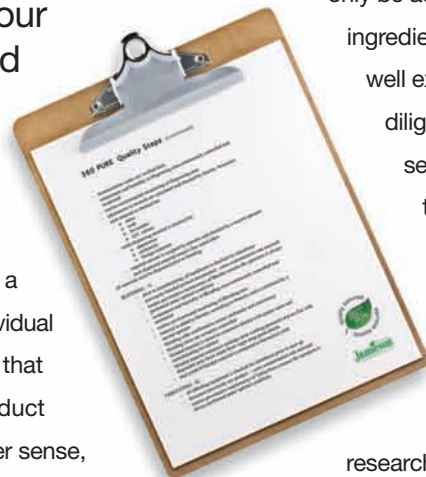




Since 1922, no other manufacturer of natural source vitamins and supplements has earned a higher degree of trust with Canadians than Jamieson Laboratories. Today, Jamieson Natural Sources is one of the most respected brands in the health and nutrition industry. Our 360 Pure quality assurance protocol is the reason why.

360 Pure is Jamieson's commitment to absolute product integrity and is the guiding principle behind all of our processes and controls.

In its simplest form, 360 Pure represents a minimum of 360 individual quality control steps that every Jamieson product undergoes. In a larger sense, this quality certification denotes a 360° approach to providing the safest, most reliable and effective product possible. So while the actual number of quality checks may increase with time or by product, the idea behind them remains the same.



jamiesonvitamins.com

n a t u r a l l y s o u r c e d | c l i n i c a l l y p u r e | p o t e n c y g u a r a n t e e d

360 Pure begins with optimum natural sources. In order to determine those sources, Jamieson draws on more than 85 years of leadership and innovation in the development of high-potency, natural supplements. These proprietary formulations, or “product recipes”, are unique to Jamieson Natural Sources. They are based on proven scientific data and extensive clinical testing. Our formulations provide the blueprint used to determine ideal materials for potency, nutritional bioavailability and manufacturing suitability.

However, an optimal end-product can only be achieved with quality source ingredients. In this regard, Jamieson well exceeds the norms of due diligence. Comprehensive selection protocol are enacted to ensure that Jamieson uses *only* the highest calibre raw materials, of clearly defined origin, and supported with full documentation. Jamieson researches and partners only with like-minded suppliers whose operations and products have undergone rigorous evaluation.

The ingredients themselves are chosen as much for what they contain as for what they don't – for where and how they are grown, harvested and processed. This is one of the reasons why our search for natural sources is a global endeavour. It's why *Jamieson Extra-C* is the only Canadian-made Vitamin C derived from premium plant sources grown in Northern Europe; or why the olives used in our Omega formulations



are harvested in Italy.

Beyond extensive testing for potency and purity, each source ingredient is also evaluated for processing and refinement properties. All raw materials must be approved for optimal production in our dry compression tableting process – a process that makes *no* use of solvents or alcohols.



360 Pure means absolute clinical purity. From the moment materials are received at our Windsor facilities, Jamieson sources are tested, tracked, checked and monitored well beyond the scope of federal regulatory standards. Upon delivery, statistically representative samples from every package are obtained in a HEPA environment and sent to the in-house laboratory for analysis. Only on passing extensive evaluation will raw materials be approved to move into the strictly-controlled production and storage environments. Failure to meet any one of the extensive receiving criteria, results in instant rejection of the entire shipment.

Once in production, materials continue to be tested by laboratory personnel at each manufacturing stage to ensure no compromise to integrity or potency. Lot numbers that are assigned on reception follow each ingredient through the entire process. Long after they are in market, every Jamieson product can be traced back to a specific batch of raw materials.

During weighing, mixing and manufacturing, Jamieson safeguards purity at every turn. Air-flow is controlled in the individual processing areas to prevent cross-contamination from other ingredients. All water used for production comes from a carefully monitored, purified source. Product is sampled and analysed extensively for impurities such as heavy metals, pesticides, solvents, known contaminants, and a range of microbiological contaminants.



Furthermore, all scales, mixers, tableting machines, coating equipment and analytical devices undergo routine calibration and thorough, solvent-free cleaning. The end result is a product that has undergone scrutiny unlike any other on the market. One that assures total reliability and absolute clinical purity.

360 Pure results in pure potency. No other nutritional supplement meets Jamieson's exacting standard in this regard. Every product delivers consistent active potency, proven nutritional bioavailability and guaranteed freshness.

Beyond the influence of source ingredients and extensive clinical testing, potency is also a direct result from best practices in manufacturing.

Small batch production, for example, results in fresher product which in turn results in “true-to-label” potency claims. Dry-compression tableting also safeguards potency by preventing ingredient compromise and dilution. Even the matching of equipment to batch size, or the careful structuring of mixing sequences for each formulation, attest to Jamieson's commitment to maintaining optimal potency levels.

As potency and stability are directly linked, Jamieson continues to test their products long after they are in market, at intervals of 6, 12, 18 and 24 months. Then tests them again a year past expiry. To allow for this, archived samples of every product are maintained in both controlled and accelerated conditions. The related documentation for each batch is archived for 7 years.



360 Pure sets Jamieson apart.

It is a promise we make to our customers and to ourselves. Only Jamieson carries the *360 Pure* designation - an approach to product quality that complements your 360 approach to wellness.



Jamieson
NATURAL SOURCES
Since 1922