Fullscript

The Importance of Quality Supplements and How to Identify Them



Presented by:
Dr. Jeff Gladd, MD
Chief Medical Officer, Fullscript



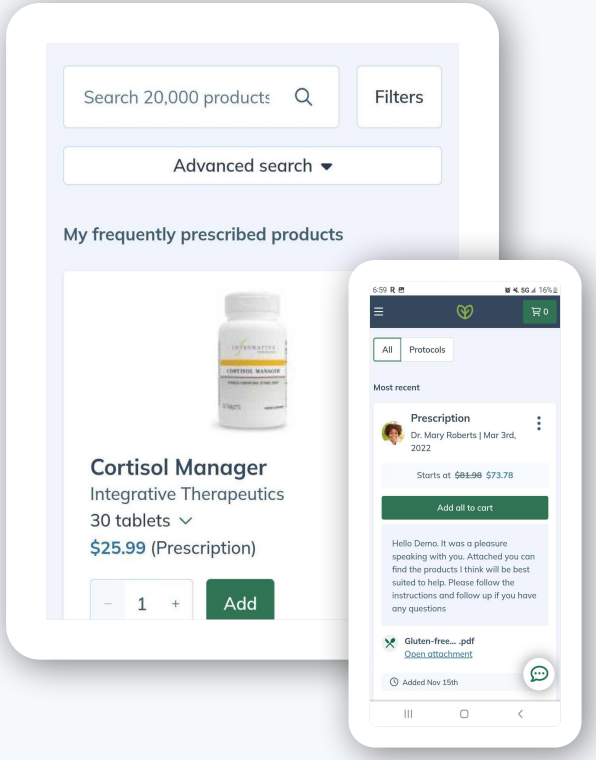
Presentation overview

Bio

About Fullscript

Top 3 reasons to consider Fullscript:

1. Access to safe, clinically-effective, high-quality supplements
2. World-class prescribing tool and clinical resources
3. Practice management support



My story



INDIANA UNIVERSITY
SCHOOL OF MEDICINE

THE UNIVERSITY OF ARIZONA
Andrew Weil Center
for Integrative Medicine

PARKVIEW
HEALTH

GLADDMD

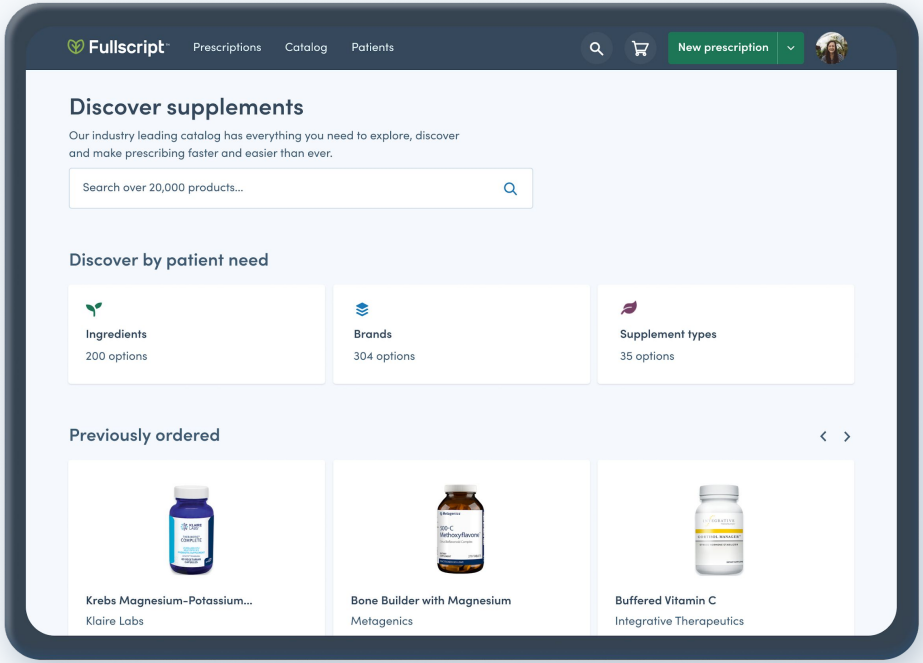
Fullscript

mytavin.

About Fullscript

Fullscript is a free online platform for practitioners to easily prescribe, dispense and manage healthcare's best supplements

- Direct to patient, from your clinic, or both!
- Designed to help you grow your practice and inspire better patient engagement

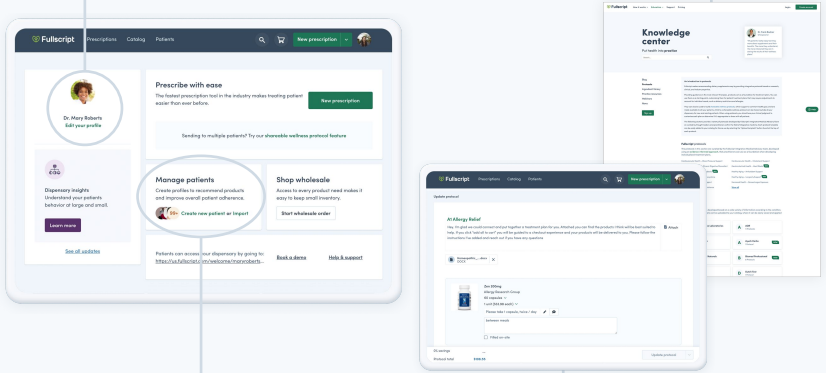


World-class experience for both providers and patients

Provider experience

Create new account

Research ingredients, routines & protocols



Setup client information

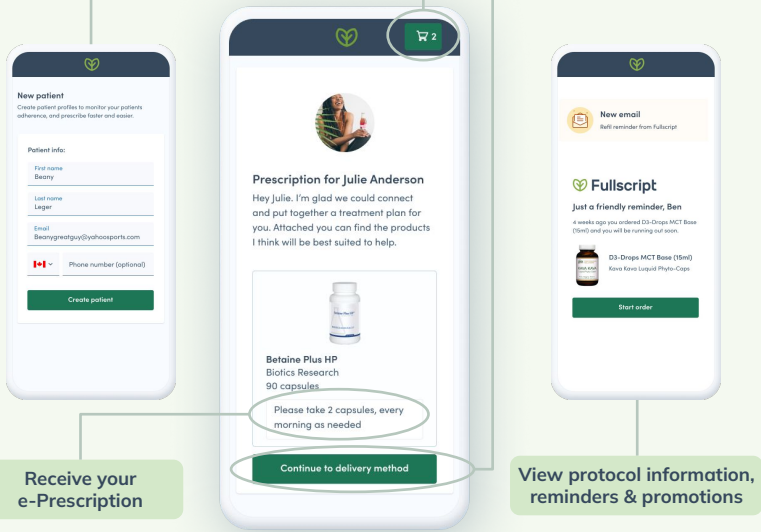
Prescribe personalized wellness protocol to clients

Patient experience

Sign-up on any device

Checkout in one click

Choose a delivery or autoship option



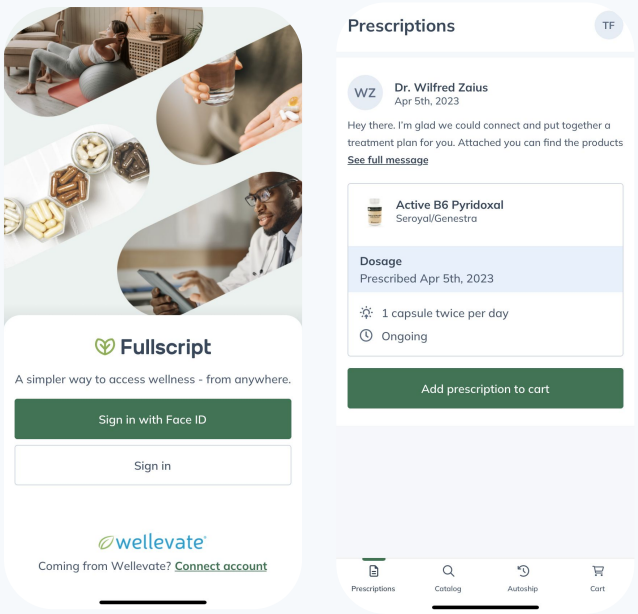
Receive your e-Prescription

View protocol information, reminders & promotions

Now available through a mobile app!

An easier way for clients to manage supplement plans on-the-go.

- Access all of the details of your plan and dosage instructions
- Access order history for easy refilling
- Set up and manage Autoship orders
- Receive and customize notifications directly to their mobile device



We'll be rolling out new features, exclusively available on the app, that will make it easier for clients to stay on track with their daily supplement plan.

We already have **over 27,000 clients** using the app in the first month!
Tell your clients about the app and learn more with this handout.

Approx. 60% Over 60% of patients access Fullscript on a mobile device.

#1. Access to high-quality supplements

Supplement quality: Key considerations for purity and potency

- Compliance with regulations and **Current Good Manufacturing Practices** (cGMPs)
- Vetting for **common contaminants**
- **Accurate** ingredient sourcing, identification, validation, and processing
- Labeling of **allergens**, **source claims**, and **excipient ingredients**
- Ethical implications and **third-party certifications**
- Relevant **scientific evidence** supporting clinically effective **potency** of key ingredients
- Manufacturer **transparency** at every step of the supply chain

Trust in the source, manufacturer, finished product, and distribution standards

THE PULSE @ 1 MARKET

How Amazon counterfeits put this man's business on brink of collapse

PUBLISHED MON, OCT 24 2016•10:00 AM EDT | UPDATED MON, OCT 24 2016•11:46 AM EDT

LOUISE MATSAKIS BUSINESS 07.19.2019 05:25 PM

Amazon Warns Customers: Those Supplements Might Be Fake

The company confirmed that it had notified users earlier this week that the Align supplements they purchased were likely counterfeits.



DEREK CROUCHER/ALAMY

Sep 27, 2017, 05:23am EDT

Amazon.com: The Place Where American Dreams Are Stolen By Chinese Counterfeiters



Wade Shepard Contributor ⓘ
Asia
I travel the New Silk Road, reporting on the developments that are shaping the 21st century.

This article is more than 2 years old.



NOW finds many understrength phosphatidylserine products for sale on Amazon

By Danielle Masterson
13-Aug-2020 - Last updated on 13-Aug-2020 at 16:00 GMT



RELATED TAGS: Amazon, PhosphatidylSerine, ecommerce, Amino acid

How Vitamins Went From Medical Marvel to Marketing Scam

In the correct circumstances, vitamins can be extraordinarily effective, but the evidence has been marketed into oblivion.

By SHANNON PALUS MARCH 27, 2019 • 5:45 AM

'Bogus' Herbal Supplements Fail Ingredient Test: Investigation

Some store brand supplements sold by major retailers were targeted.

By **TOM LLAMAS**
3 February 2015, 14:29 • 5 min read



Herbal Supplements Crackdown: Some Brands May Be Misleading

An investigation by the New York State Attorney General's office alleges some store brands failed ingredient tests.

Recent quality and safety concerns

Accurate labeling and contaminants

- Recent audit (*JAMA*) of 30 immune health products sold on Amazon
    - **17/30** products had inaccurate labels
    - **13/30** products were misbranded
    - **9/30** products contained additional ingredients not on label



> JAMA Netw Open. 2022 Aug 1;5(8):e2226040. doi: 10.1001/jamanetworkopen.2022.26040.

Analysis of Select Dietary Supplement Products Marketed to Support or Boost the Immune System

Cindy Crawford [1 2], Bharathi Avula [3], Andrea T Lindsey [1 2], Abraham Walter [1 2], Kumar Katragunta [3], Ikhlas A Khan [3], Patricia A Deuster [1]

Affiliations + expand

PMID: 35947382 PMCID: PMC9366544 DOI: 10.1001/jamanetworkopen.2022.26040



NEWS · HEALTH NEWS

Don't Rely on Amazon for Legitimate Supplements, Study Finds

By Lauren Manaker MS, RDN, LD, CLEC | Published on August 24, 2022

Fact checked by Nick Blackmer

kovaciclea / Getty Images

From seed to supplement: Trust in the process



Sourcing | Manufacturing | Testing | Distribution

Sourcing

Optimal safety and efficacy relies on accurate sourcing, identification, validation, and processing.

Ingredient quality and safety considerations include:

- Origin, location, and environmental stewardship
- Derivation and processing of the ingredients
- Ingredient analysis and certification
- Other operational considerations



Manufacturing

- Current Good Manufacturing Practices (cGMPs)
- Quality assurance programs
  - Heavy metals
  - Microbial contaminants
  - Pesticides/herbicides
  - Pharmaceuticals
  - Solvents

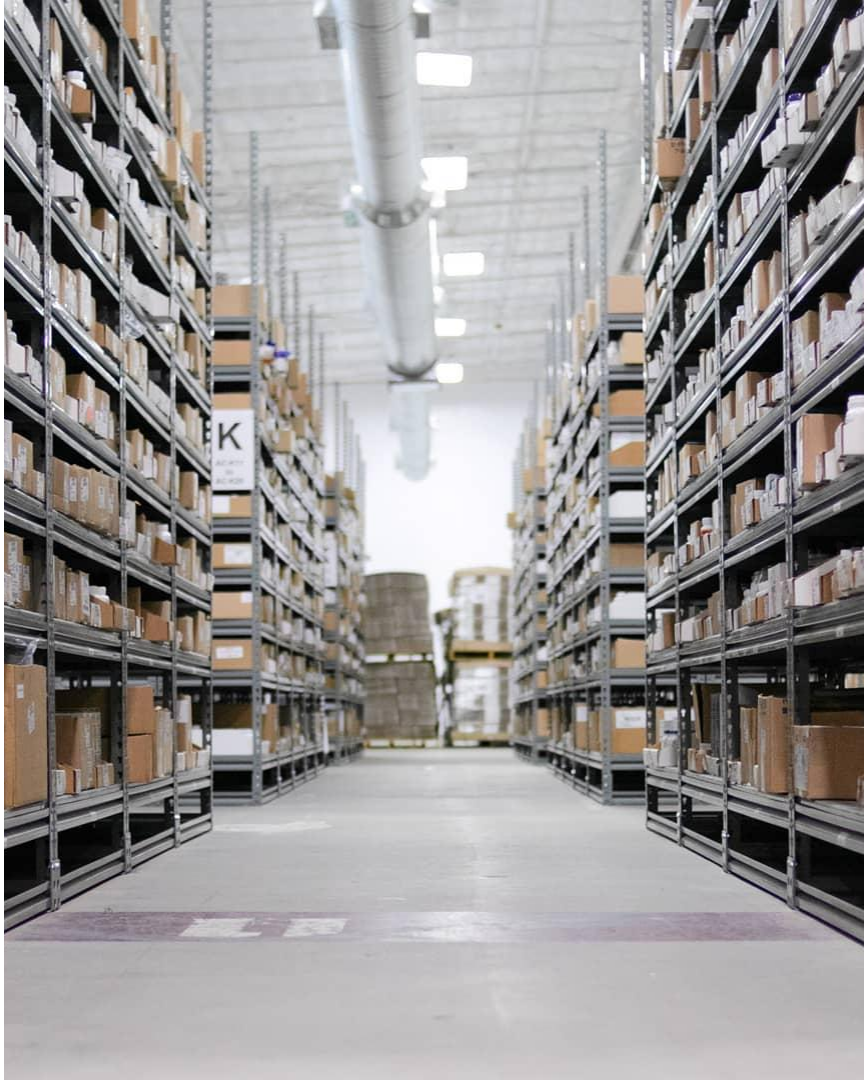


U.S. FDA warns of hidden drug ingredients in certain supplements products

Ingredient	Quality Concerns	Quality Solutions
Probiotics	• Misidentified bacterial species and strains • Inadvertent inclusion of pathogenic bacteria • Inclusion of non-viable strains	• Bacterial identification based upon DNA fingerprinting • Finished product potency with cell enumeration studies and microbiological contaminant testing • Strain-specific human viability data
Omega-3	• Contamination with excessive levels of PCB, anisidine, and dioxins • Oxidative rancidity (peroxide, anisidine: used to calculate totox value) • Excessive heavy metals (Hg) • EPA and DHA potency	• Low heat, chemical-free extraction process • Heavy metal testing using ICP-MS or AA methodology • Full peroxide, PCB, dioxin, anisidine screening • Finished product potency testing using GOED GC methodology

Testing

- The FDA requires companies to conduct identity testing; however, these standards can be chosen and developed by the companies themselves with no obligation to publicize their standards.
- **Third-party certification** companies are independent auditing agencies that inspect and verify ingredient sourcing, product manufacturing standards, distribution channels, and labeling.



Distribution

Packaging: Timing, preservatives, moisture mitigation, spoilage prevention methods

Storage: Temperatures for fresh and frozen products, containers, light exposure

Labeling: Details including ingredient identity, source, quantity, and quality labeling requirements

Transportation: Conveyances should be cleaned between deliveries and measures are taken to avoid moisture

Segmentation: Organic and non-organic ingredients are separated during storage and transport

Documentation: Records and dating of adopted standard operating procedures should be maintained

What does supplement quality mean to patients?

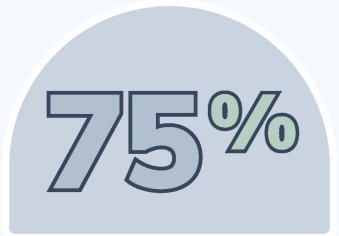
Recent supplement quality survey with our users

Findings showed users care MOST about:

1. Ingredient testing and mindful sourcing
2. Finished product testing for purity, active ingredients, and “copycat” ingredients
3. Current Good Manufacturing Practices
4. **Clinically effective** supplements (ie. right form, right dose)



Patients want quality products



Around **75%** of Fullscript users say they'd pay more for a supplement of higher potency and clinical efficacy.



Fullscript users ranked high-quality supplements as the **#1 benefit** to using the platform.

Form matters

- Certain forms of supplements are essential for the best clinical outcomes
- Often many things are added to a typical supplement that may impact its effectiveness or add potential side effects
- Most health-focused clients are tuned into the concerns around contaminants, dyes, fillers
- Most never read their supplement bottle!

Form matters (cont.)

Example: Common OTC multi



Supplement Facts

Serving Size 1 Tablet

Amount Per Serving	% Daily Value
Vitamin A 1,050 mcg (29% as Beta-Carotene)	117%
Vitamin C 60 mg	67%
Vitamin D_3 25 mcg (1,000 IU)	125%
Vitamin E 13.5 mg	90%
Vitamin K 25 mcg	21%
Thiamin 1.5 mg	125%
Riboflavin 1.7 mg	131%
Niacin 20 mg	125%
Vitamin B_6 2 mg	118%
Folate 667 mcg DFE (400 mcg Folic Acid)	167%
Vitamin B_{12} 6 mcg	250%
Biotin 30 mcg	100%
Pantothenic Acid 10 mg	200%
Calcium 200 mg	15%
Iron 18 mg	100%
Phosphorus 20 mg	2%
Iodine 150 mcg	100%
Magnesium 50 mg	12%
Zinc 11 mg	100%
Selenium 55 mcg	100%
Copper 0.5 mg	56%
Manganese 2.3 mg	100%
Chromium 35 mcg	100%
Molybdenum 45 mcg	100%
Chloride 72 mg	3%
Potassium 80 mg	2%

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Corn Starch, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Magnesium Stearate, Manganese Sulfate, Modified Corn Starch, Niacinamide, Phytonadione (Vit. K), Polyethylene Glycol, Polyvinyl Alcohol, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Corn Starch, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Magnesium Stearate, Manganese Sulfate, Modified Corn Starch, Niacinamide, Phytonadione (Vit. K), Polyethylene Glycol, Polyvinyl Alcohol, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

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Magnesium Oxide, Microcrystalline C
DL-alpha Tocopheryl Acetate (Vit. E)
BHT (to preserve freshness), Biotin,
Chromium Picolinate, Copper Sulfate
B_{12}), Folic Acid, Gelatin, Magnesium
Niacinamide, Phytonadione (Vit. K),
Iodide, Pyridoxine Hydrochloride (Vit
Ascorbate (to preserve freshness), S
Mononitrate (Vit. B_1), Titanium Dioxid
Acetate, Yellow 6 Lake, Zinc Oxide.

TIPS FROM OTHER JOURNALS

From Other Journals

Comparison of Common Calcium Supplements

Print Comments

BARBARA APGAR, M.D., M.S.

Am Fam Physician. 2000;62(8):1895-1896

A high dietary calcium intake combined with vitamin D can increase bone density and reduce fractures in older women and, probably, men. The Institute of Medicine recommends that persons 19 to 50 years of age consume 1,000 mg per day of calcium and that persons older than 50 years consume 1,200 mg per day. The average American consumes less than 800 mg of calcium per day. *Medical Letter* consultants reviewed the efficacy and safety of current calcium supplements *(see the accompanying table)*.

Medical Letter consultants reiterate the need for adequate calcium supplementation in all persons, regardless of age or sex. Calcium carbonate may cause more adverse events. Calcium citrate may be better absorbed than the other calcium salts. The consultants conclude that any calcium supplement taken in dosages of 500 mg or less with meals may improve absorption.

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Corn Starch, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Magnesium Stearate, Manganese Sulfate, Modified Corn Starch, Niacinamide, Phytonadione (Vit. K), Polyethylene Glycol, Polyvinyl Alcohol, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

NUTRITION ✓ Evidence Based

Magnesium Oxide: Benefits, Side Effects, Dosage, and Interactions

What is it? | Benefits | Side effects & interactions | Dosage | Bottom line

Because of its low absorption rate in your intestines, magnesium oxide may lead to digestive effects like diarrhea. In fact, its strong laxative effects are why it's commonly used to treat constipation (3).

A 2017 rat study demonstrated its low absorption rate, concluding that only 15% of orally administered magnesium oxide was absorbed, while 85% was excreted in the feces. Older research suggests the absorption rate is even lower in humans (4, 5).

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Corn Starch, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Magnesium Stearate, Manganese Sulfate, Modified Corn Starch, Niacinamide, Phytonadione (Vit. K), Polyethylene Glycol, Polyvinyl Alcohol, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3),

What is the Difference Between DL Alpha Tocopheryl Acetate and D Alpha Tocopherol?

DL alpha tocopheryl acetate is a racemic mixture of D and L forms of alpha tocopheryl acetate while D alpha tocopherol is vitamin E, and it is naturally available. The key difference between DL alpha tocopheryl acetate and D alpha tocopherol is that the DL alpha tocopheryl acetate occurs as a synthetic racemic mixture whereas the D alpha tocopherol is a natural compound. Moreover, the natural D form of alpha-tocopherol is more active than DL alpha tocopheryl acetate.

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), Ferrous Fumarate, DL-alpha Tocopheryl Acetate (Vit. E), Maltodextrin. **Contains <2% of:** Beta-Carotene, BHT (to preserve freshness), Biotin, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Corn Starch, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Magnesium Stearate, Manganese Sulfate, Modified Corn Starch, Niacinamide, Phytonadione (Vit. K), Polyethylene Glycol, Polyvinyl Alcohol, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

Review > Int J Occup Environ Health. 2012 Jul-Sep;18(3):220-46.
doi: 10.1179/1077352512Z.00000000034.

Toxicology of food dyes

Sarah Kobylewski [1], Michael F Jacobson

Affiliations + expand

PMID: 23026007 DOI: 10.1179/1077352512Z.00000000034

Abstract

Background: Food dyes, synthesized originally from coal tar and now petroleum, have long been controversial because of safety concerns. Many dyes have been banned because of their adverse effects on laboratory animals or inadequate testing.

Conclusions: This review finds that all of the nine currently US-approved dyes raise health concerns of varying degrees. Red 3 causes cancer in animals, and there is evidence that several other dyes also are carcinogenic. Three dyes (Red 40, Yellow 5, and Yellow 6) have been found to be contaminated with benzidine or other carcinogens. At least four dyes (Blue 1, Red 40, Yellow 5, and Yellow 6) cause hypersensitivity reactions. Numerous microbiological and rodent studies of Yellow 5 were positive for genotoxicity. Toxicity tests on two dyes (Citrus Red 2 and Orange B) also suggest safety concerns, but Citrus Red 2 is used at low levels and only on some Florida oranges and Orange B has not been used for several years. The inadequacy of much of the testing and the evidence for carcinogenicity, genotoxicity, and hypersensitivity, coupled with the fact that dyes do not improve the safety or nutritional quality of foods, indicates that all of the currently used dyes should be removed from the food supply and replaced, if at all, by safer colorings. It is recommended that regulatory authorities require better and independent toxicity testing, exercise greater caution regarding continued approval of these dyes, and in the future approve only well-tested, safe dyes.

Dose matters

- Certain doses of supplements are essential for the best clinical outcomes

- Many OTC products do not meet this standard
  - Keep costs down
  - Contain many different active ingredients to look more appealing

Dose matters (cont)

Example: Omega-3 fatty acids

Omega-3 Polyunsaturated Fatty Acids Intake and Blood Pressure: A Dose-Response Meta-Analysis of Randomized Controlled Trials

Xin Zhang, Jennifer A. Ritonja, Na Zhou, Bingshu E. Chen ✉ and **Xinzhi Li** ✉

Originally published 1 Jun 2022 | https://doi.org/10.1161/JAHA.121.025071 | Journal of the American Heart Association. 2022;11:e025071

This article is commented on by the following: ⌄

Other version(s) of this article ⌄

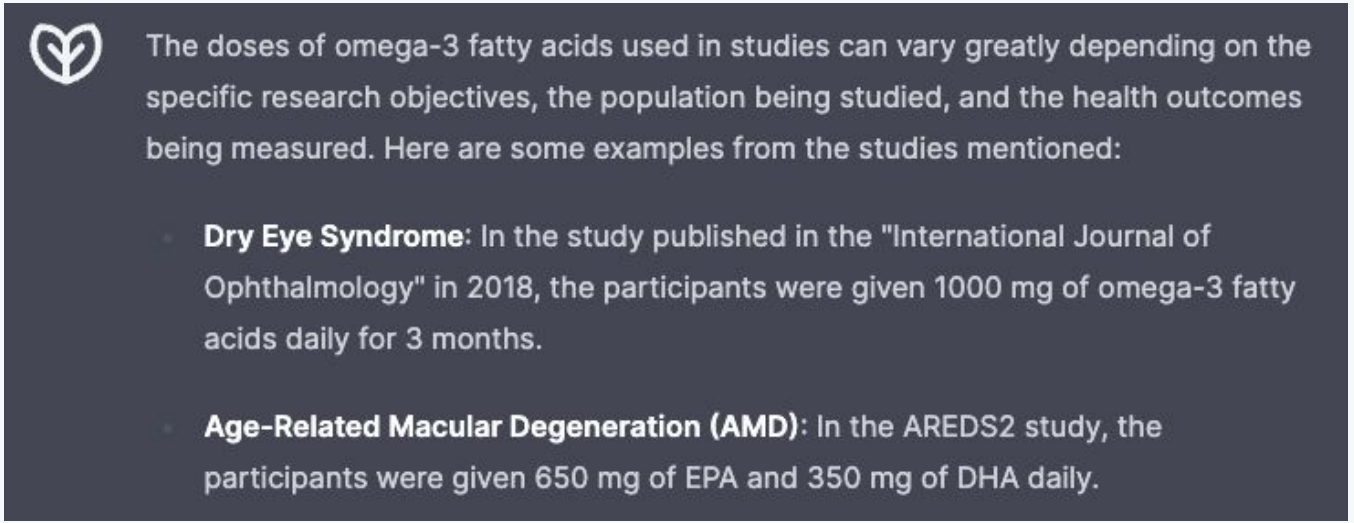
Conclusions

This dose-response meta-analysis demonstrates that the optimal combined intake of omega-3 fatty acids for BP lowering is likely between 2 g/d and 3 g/d. Doses of omega-3 fatty acid intake above the recommended 3 g/d may be associated with additional benefits in lowering BP among groups at high risk for cardiovascular diseases.

Zhang et al., 2022

Dose matters (cont)

Example: Omega-3 fatty acids



The doses of omega-3 fatty acids used in studies can vary greatly depending on the specific research objectives, the population being studied, and the health outcomes being measured. Here are some examples from the studies mentioned:

- **Dry Eye Syndrome**: In the study published in the "International Journal of Ophthalmology" in 2018, the participants were given 1000 mg of omega-3 fatty acids daily for 3 months.
- **Age-Related Macular Degeneration (AMD)**: In the AREDS2 study, the participants were given 650 mg of EPA and 350 mg of DHA daily.



DIRECTIONS: For adults, take one (1) softgel three times daily, preferably with meals.

Supplement Facts

Serving size 1 Softgel
Servings Per Container 120

Amount Per Serving		% Daily Value
Calories	10	
Calories from Fat	10	
Total Fat	1g	2%***
Polyunsaturated Fat	0.5 g	****
Cholesterol	10 mg	3%
Fish Oil	1,200 mg (1.2 g)	****
provides 360 mg of Total Omega-3 Fatty Acids† comprising of:		
EPA (Eicosapentaenoic Acid)	****	
DHA (Docosahexaenoic Acid)	****	
Other Fatty Acids	****	

***Percent Daily Values are based on a 2,000 calorie diet.

****Daily Value not established.

Other Ingredients: Gelatin, Vegetable Glycerin, Mixed Natural Tocopherols.



Supplement Facts

Serving Size 2 Softgels
Servings Per Container 50

Amount Per Serving	% Daily Value
Calories 35	
Total Fat 3 g	4%**
Saturated Fat 1 g	5%**
Polyunsaturated Fat 1 g	
Monounsaturated Fat 0.5 g	
Cholesterol 25 mg	8%
Total Carbohydrate 1 g	< 1%**
Protein less than 1 g	
Fish Oil 2400 mg	*
Total Omega-3 Fatty Acids 720 mg	*
Omega-3 EPA (Eicosapentaenoic Acid) 360 mg	*
Omega-3 DHA (Docosahexaenoic Acid) 240 mg	*
Omega-3 Other 120 mg	*

* Daily Value not established.
** Percent Daily Values are based on a 2,000 calorie diet.

Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. (See nutrition information for total fat, saturated fat and cholesterol content).

- ✓ No Color Added
- ✓ No Artificial Flavors
- ✓ Gluten Free

SUGGESTED USE: **Adults, take 2 softgels daily with water and a meal.**
Store tightly closed, in a cool, dry place, out of reach of children.
Do not use if seal under cap is broken or missing.
CAUTION: If you are pregnant, nursing, taking medications, or have blood clotting issues, consult your physician before use.

OTHER INGREDIENTS:
Gelatin, Glycerin, Water, Tocopherols.

DISTRIBUTED BY:
Nature Made Nutritional Products
West Hills, CA 91309-9903, USA
1-800-276-2878
www.NatureMade.com

Fish Oil Country of Origin: Peru.
Encapsulated and quality tested in the USA. Made to our guaranteed purity and potency standards.
Nature Made Fish Oil supply comes from wild caught ocean fish, not farm raised fish.
★Based on a survey of pharmacists who recommend branded vitamins and supplements.
▲Purified to remove PCBs, dioxins and furans, and mercury to ensure levels below 0.09 ppm, 2 ppt WHO TEQs, and 0.1 ppm respectively.

Lot :
Exp.:



Supplement Facts

Serving Size 5 mL (approx. one teaspoon)
Servings Per Container about 47

Amount Per Serving		% Daily Value
Calories	40	
Total Fat	4.5 g	6%**
Cholesterol	5 mg	2%**
Omega-3 Fatty Acids (from fish oil)		
EPA (Eicosapentaenoic Acid)	1,500 mg	*
DHA (Docosahexaenoic Acid)	1,500 mg	*

*Daily Value not established.
**Percent Daily Values are based on a 2,000 calorie diet.

Other Ingredients: Natural lemon flavor, DeltaGold® tocotrienols.

Contains fish (Alaska pollock).

OALHPO



Supplement Facts

Serving Size 1 Softgel
Servings Per Container 60

Amount Per Serving		% Daily Value
Calories	15	
Total Fat	1.5 g	2%**
Cholesterol	5 mg	2%
Marine Lipid Concentrate	1.4 g	***
EPA (Eicosapentaenoic acid triglyceride)	710 mg	***
DHA (Docosahexaenoic acid triglyceride)	290 mg	***
Other Omega-3 Fatty Acid Triglycerides	100 mg	**

**Percent Daily Values are based on a 2,000 calorie diet.
***Daily Value not established.

Ingredients: Marine lipid concentrate [fish (anchovy, sardine, and mackerel) oil], softgel shell (gelatin, glycerin, water), contains 2 percent or less of natural lemon flavor, mixed tocopherols (anti-oxidant), rosemary extract, and ascorbyl palmitate (antioxidant).
Contains: Fish (anchovy, sardine, and mackerel).

What does supplement quality mean to Fullscript?

With quality and affordability in mind, supplements in our catalog focus on:

Ingredient **purity**

Your patients' health is supported by supplements vetted for contaminants and made from pure ingredients.

Clinically effective **potency**

Your patients can reach better health outcomes in fewer doses by prescribing clinically effective supplements.

Fair **prices**

You decide whether to offer deep savings, earn revenue, or both so your clients only ever have to pay MSRP or less.

Quality catalog search filters

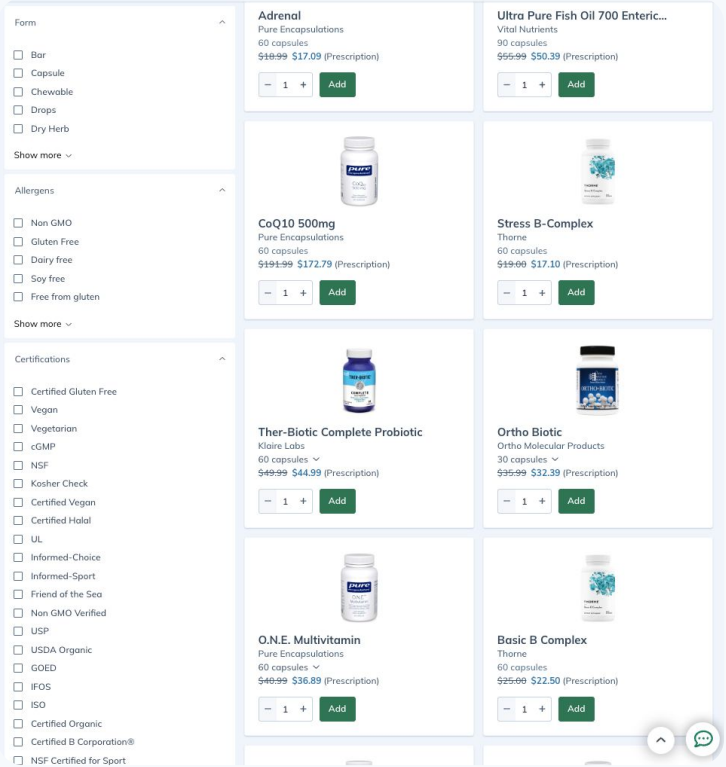
Find the products that meet your patient's specific quality needs

Dose / Form

Allergens

Certifications

Excipients, ingredient inclusion/exclusion, and more!



Resources: Speaking to patients about supplement quality



Fullscript

Take control of your patients' supplement quality

Convenience and cost often drive patients to big-box stores and Amazon resellers for their supplements. Unfortunately, these sources run the risk of being compromised, which can lead to product ineffectiveness, mislabelling, and contamination.

Fullscript turns you into your patients' best source for supplements, with a commitment to quality that makes buying clinically-effective products more cost-effective and convenient.

Our commitment to quality

Learn how we're committed to helping you deliver high-quality products.

Purity

The products in our catalog prioritize good manufacturing processes (cGMP), accurate label claims, 1:1 supplier relationships, and product testing to ensure your recommendations contain pure ingredients.

Potency

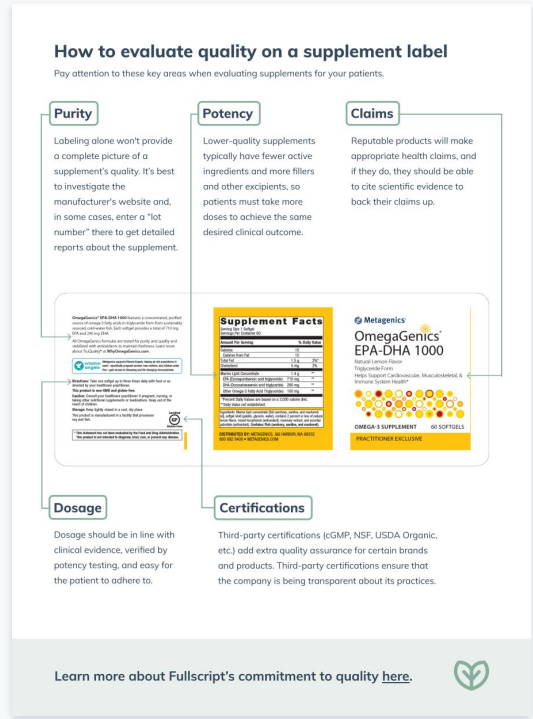
We only carry products that prioritize clinically-effective ingredient levels to support better patient outcomes. Optimal levels of key ingredients often result in a better patient dosage experience.

Price

Whether you use Fullscript to send online supplement plans or stock an in-office inventory, you have control over savings and profit margin to find a balance between practice growth and patient affordability.

Analysis of 30 dietary supplement products on Amazon

Seventeen of 30 products had inaccurate labels, 13 were misbranded, and nine had additional components detected but not claimed on the label.



How to evaluate quality on a supplement label

Pay attention to these key areas when evaluating supplements for your patients.

Purity

Labeling alone won't provide a complete picture of a supplement's quality. It's best to investigate the manufacturer's website and, in some cases, enter a "lot number" there to get detailed reports about the supplement.

Potency

Lower-quality supplements typically have fewer active ingredients and more fillers and other excipients, so patients must take more doses to achieve the same desired clinical outcome.

Claims

Reputable products will make appropriate health claims, and if they do, they should be able to cite scientific evidence to back their claims up.

Supplement Facts

Metagenics OmegaGenics EPA-DHA 1000

Dosage

Dosage should be in line with clinical evidence, verified by potency testing, and easy for the patient to adhere to.

Certifications

Third-party certifications (cGMP, NSF, USDA Organic, etc.) add extra quality assurance for certain brands and products. Third-party certifications ensure that the company is being transparent about its practices.

Learn more about Fullscript's commitment to quality here.

[View here]

Summary:

What are the benefits of prescribing high-quality products through Fullscript?

Benefits of prescribing high-quality products



Improved safety

High-quality supplements offer greater safety profiles for patients



Better health outcomes

High-quality supplements contain evidence-based doses and forms which leads to better health outcomes



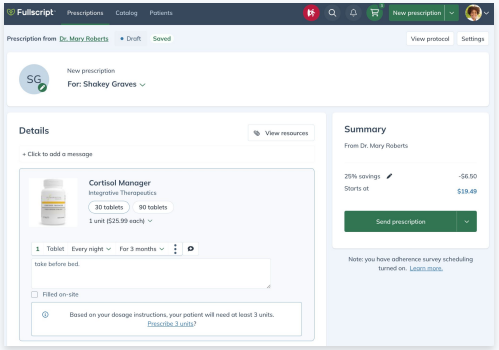
Increased revenue

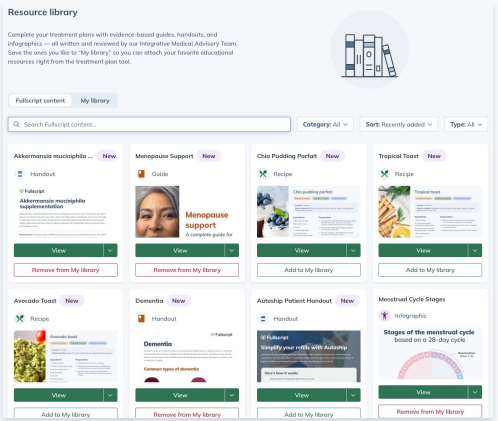
Patients are more likely to return for follow-up appts, re-order products, and refer family and friends

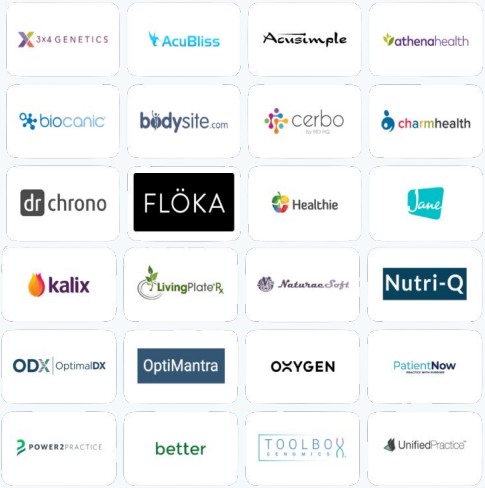
#2. World-class prescribing tool and resources

2. Prescribing tools and resources

- **Customizable instructions**
- Choose from **40+ protocols** as a starting point, or share with patients
- Easily attach **160+ educational resources** from directly in-app
- Access to **nutrient depletions tooling**
- **25+ EHR integrations** for optimal workflow & communication









#3. Clinical and practice management support

3. Practice management support

- In-office (wholesale), virtual (direct to client), or hybrid model options
- Adjustable margins allow for clinic revenue or additional patient discounts
- Ability for patients to claim supplement costs through HSA/FSA benefits
- Fullscript-coordinated promotions and ready-made marketing toolkits
- Award-winning customer support team





Treatment adherence tools



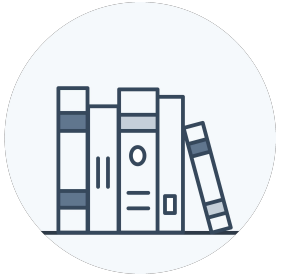
Refill reminders + autoship

Help patients stay on track with automatic refill reminders and the customizable autoship program



Tracking sheets + questionnaires

Customize and support the patient journey with tracking sheets and evidence-based questionnaires

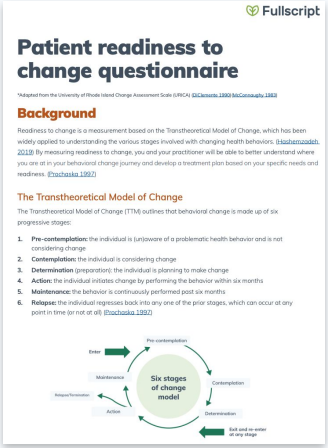


Resource library

Select from >160 evidence-based educational resources to help improve health literacy and treatment adherence

Additional learning and resources

Patient tracking sheets and questionnaires


Fullscript

Patient readiness to change questionnaire

*Adapted from the University of Rhode Island Change Assessment Scale (URICA) (DiClemente 1992) McConnaughy 1983)

Background

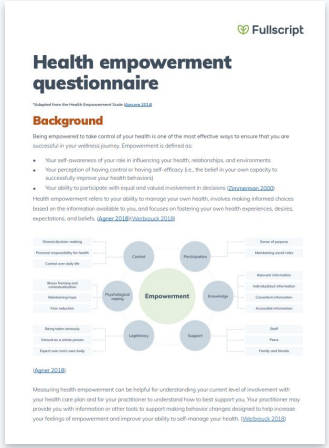
Readiness to change is a measurement based on the Transtheoretical Model of Change, which has been widely applied to understanding the various stages involved with changing health behaviors. (Hashemzadeh 2019) By measuring readiness to change, you and your practitioner will be able to better understand where you are at in your behavioral change journey and develop a treatment plan based on your specific needs and readiness. (Prochaska 1997)

The Transtheoretical Model of Change

The Transtheoretical Model of Change (TTM) outlines that behavioral change is made up of six progressive stages:

1. **Pre-contemplation:** the individual is (un)aware of a problematic health behavior and is not considering change
2. **Contemplation:** the individual is considering change
3. **Determination** (preparation): the individual is planning to make change
4. **Action:** the individual initiates change by performing the behavior within six months
5. **Maintenance:** the behavior is continuously performed past six months
6. **Relapse:** the individual regresses back into any one of the prior stages, which can occur at any point in time (or not at all) (Prochaska 1997)

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Health empowerment questionnaire

*Adapted from the Health Empowerment Scale (Aujoulat 2018)

Background

Being empowered to take control of your health is one of the most effective ways to ensure that you are successful in your wellness journey. Empowerment is defined as:

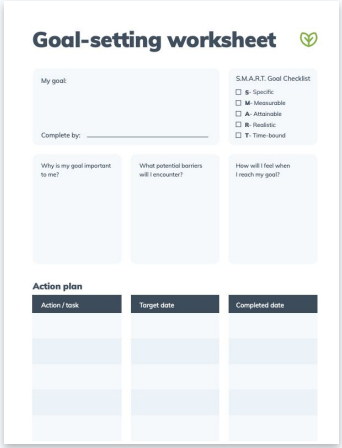
- Your self-awareness of your role in influencing your health, relationships, and environments
- Your perception of having control or having self-efficacy (i.e., the belief in your own capacity to successfully improve your health behaviors)
- Your ability to participate with equal and valued involvement in decisions (Zimmerman 2000)

Health empowerment refers to your ability to manage your own health, involves making informed choices based on the information available to you, and focuses on fostering your own health experiences, desires, expectations, and beliefs. (Agner 2018)(Wintergrouk 2018)

(Agner 2018)

Measuring health empowerment can be helpful for understanding your current level of involvement with your health care plan and for your practitioner to understand how to best support you. Your practitioner may provide you with information or other tools to support making behavior changes designed to help increase your feelings of empowerment and improve your ability to self-manage your health. (Wintergrouk 2018)

View here


Goal-setting worksheet

My goal:

Complete by: _____

S.M.A.R.T. Goal Checklist

- ☐ **S**- Specific
- ☐ **M**- Measurable
- ☐ **A**- Attainable
- ☐ **R**- Realistic
- ☐ **T**- Time-bound

Why is my goal important to me?

What potential barriers will I encounter?

How will I feel when I reach my goal?

Action plan

Action / task	Target date	Completed date

View here


Weekly meal planner

Week of _____

Day	Breakfast	Lunch	Dinner
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

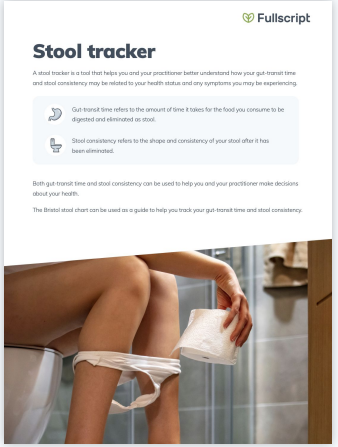
Items to use up this week

- ☐
- ☐
- ☐
- ☐
- ☐

Grocery list

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

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Stool tracker

A stool tracker is a tool that helps you and your practitioner better understand how your gut-transit time and stool consistency may be related to your health status and any symptoms you may be experiencing.

Gut-transit time refers to the amount of time it takes for the food you consume to be digested and eliminated as stool.

Stool consistency refers to the shape and consistency of your stool after it has been eliminated.

Both gut-transit time and stool consistency can be used to help you and your practitioner make decisions about your health.

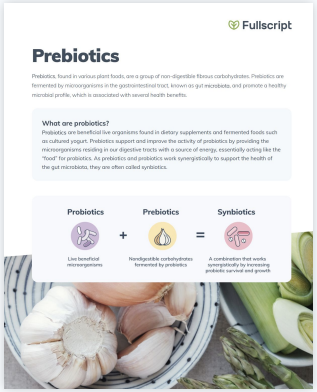
The Bristol stool chart can be used as a guide to help you track your gut-transit time and stool consistency.

View here

Patient educational resources



[View here]



[View here]



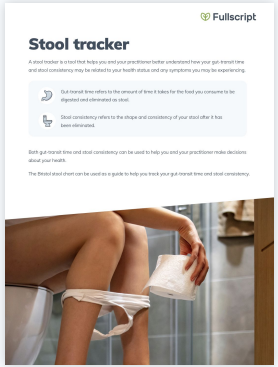
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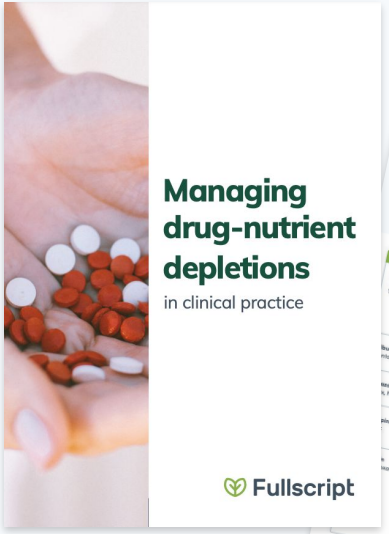
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Practitioner resources: Guides, handouts, and white papers

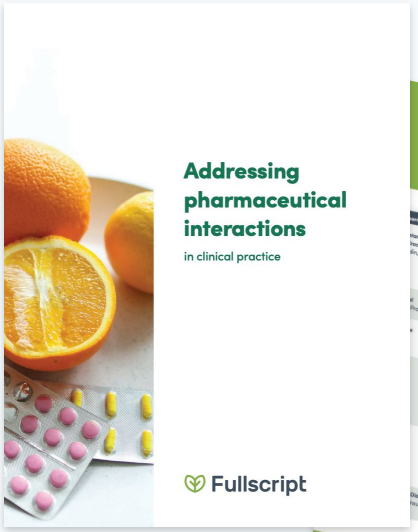
170+ evidence-based practitioner resources



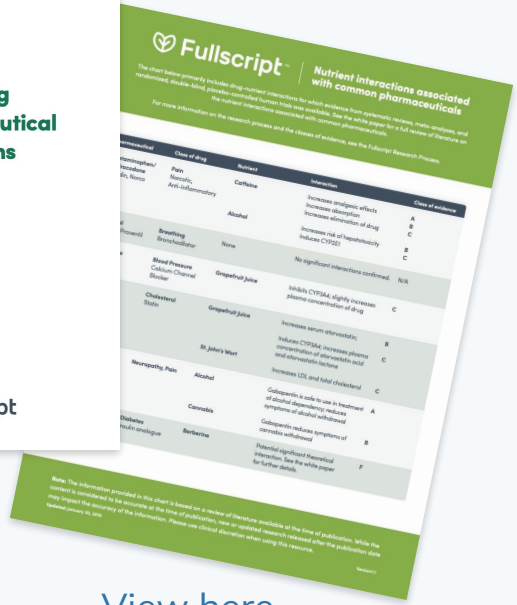
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Practitioner resources: Fullscript Academy

20+ educational courses (CE- and CME-eligible)



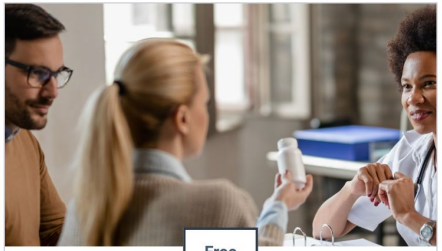
Free

Quality 101: Introduction to Supplement Quality

This course is designed as an introduction to supplement quality from the start of the supplement journey as raw materials, to when it's manufactured into a finished product, and finally when the finished product goes through distribution channels.

25
Lessons

[View here]



Free

Behavioral Change 101

This course provides strategies you can apply to support behavioral change in your patients, that ultimately help them build long-term healthy habits.

43
Lessons

[View here]

Metagenics

Free

Nutrition Masters Course: Estrogen Balance, Clearance, and Health

This course explores the clinical implications of disrupted estrogen metabolism throughout the lifespan and how modulation of estrogen balance may help reduce the risk for hormone-related health concerns. This course is brought to you by Metagenics.

2
Lessons

[View here]

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To get started with Fullscript for free today head to:
us.fullscript.com/practitioner-signup/OWNs

For questions about this presentation or to reach our
Integrative Medical Advisory team, please contact **medical@fullscript.com**