



## **SUPPLEMENT PRODUCT CRITERIA**

### **Criteria for Submitting New Supplements for Approval or Placement**

In order for a supplement to be submitted to Clark's Nutrition & Natural Foods Market for approval or placement in our stores the following information **must** be provided on the product to be submitted.

1. We **must** receive an actual physical sample of the product with actual product in the sample.
2. All samples must be sent to:  
Supplement Buyer  
Clark's Nutrition  
4225 Market St  
Riverside, CA 92501  
Phone (951) 321-1960 ext 192  
Fax (951) 870-4118  
supplementbuyer@clarksnutrition.com
3. You must fill out a product submittal form on which you will need to provide the following information:
  - a. UPC #(s) of product submitted
  - b. Product Description
  - c. Suggested Retail Price
  - d. Cost before discounts (wholesale)
  - e. How to read code date
  - f. Opening order discount % for product
  - g. Ongoing discount % for product

Please designate if the product will be sold direct or through a distributor. If it is sold through a distributor, the distributor item number and distributor for each item(s) needs to be noted. (Natures Best, UNFI, Threshold numbers.) Please include contact information for you including an email address.

4. **All sales reps/brokers must be able to credit Clark's for slow moving products, not only in their own line but also competitive**

**lines. Products to be discontinued will be based on Clark's movement analysis. All new items are on a 90-day probation period. If sales are not at expectations, broker/company will be asked to take back product.**

- Credit Policy for lines/products after introduction (90-day probation) must be agreed upon before the line/product is considered (i.e. % discount off invoices for damaged, returned, expired etc.)
5. **For all fish oil products proof of heavy metal testing and/or molecular distillation must be provided in order for the product to be considered for approval.**
  6. If the product you are submitting is from a new company (one not carried by Clark's Nutrition previously), you will need to submit a certificate of liability insurance for that company's products. Certificates need to be updated annually.
  7. If the product you are submitting is from a new company (one not carried by Clark's Nutrition previously), we need to know your return and freight policies.
  8. The better the opening order discount for a product, the better the chance of approval for the product. If a free set is offered this gives the best chance for approval of a product. Free shipping at an obtainable level is also a good incentive.
  9. We need to know how the product is going to be marketed.
    - a. Is there going to be national advertising?
    - b. Is there co-op money available to market it in our newsletter?
    - c. Will there be demo support, testers and or samples?
  10. Each product you submit must be listed on the submittal form.
  11. **We do not accept multi-level products.**
  12. We require an accord certificate of liability with Clark's Nutritional Centers, Inc. listed as an additional insured on the certificate
  13. Product promotional information including a product image and technical product information are required.
    - Image specifications: Dimensions 2 by 5 and in either gif or jpeg format, high resolution preferred. i.e. 200 wide by 500 or 400 by 1000 or .....
    - Technical product information: a paragraph describing the product. Limit of 254 characters including spaces and punctuation