

# A Leader In The Industry

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39 years ago, I went to Houston, Texas to personally inspect Biotics Research's manufacturing facility. I remember being horrified when Frank DeLuca, the president of Biotics, said the Nutrition industry was 2 steps below the used car business. WOW. I was shocked, but later learned there were some real truths behind his statements. Well, over the years the industry has grown and policed itself to make some major changes. I would like to take a few minutes to delineate the different categories of nutritional companies.

Here's why it matters... you see, every company says their quality control is the best. And I believe for the most part that each company wants to provide a good product for their customers. But manufacturers buy their starting materials from raw material suppliers. And the raw material suppliers are interested in selling their products and will do whatever they can to move their inventories.

To add to this dilemma, a lot of the raw materials come from China, where toxicities abound. For example, many years ago, I was surprised when I learned that Biotics detected a batch of botanicals that contained high levels of mercury. Of course,



Biotics rejected the raw materials and sent them back to the supplier. But I was shocked when I learned that 6 months later the same raw material supplier tried to re-sell the same botanicals back to Biotics. I thought once a supplier learned that they had tainted products, they would destroy it. Sadly, that is not the case. Obviously, they ended up selling those tainted botanicals to another nutrition company. By the way, the company selling the product did not reveal the high levels of mercury on their C of A, the certificate of analysis. In essence, the C of A was worthless.

So, let's talk about different levels of nutritional manufacturing. Let's start at the bottom of the list, which I call questionable

companies. Questionable companies don't manufacture their own products. They rely on someone else's quality control. They are questionable companies because they leave quality control to the other companies called contract manufacturers that make products for them. I give a formula to company XYZ and ask them to make me a product. If it's a formula that the contract manufacturer is used to making, it comes quickly. If the raw materials need to be sourced, it may take more time. I refer to them as questionable because they have no control, or at best, limited control over the raw materials in the product. In essence, they don't know what they don't know.

Most companies start at this level, and once they are large enough, they may become good companies by investing in the manufacturing process for greater control. Good companies are good because they manufacture their own products. Sometimes these good companies have an internal lab to check the purity of their raw materials. Sometimes they do not. These companies usually boast of meeting GMP standards, which are not difficult to achieve. They are good companies that have made the financial commitment to invest in some lab equipment and laboratory personnel. These companies are not ISO Certified, which we will talk about in just a moment.

Here's an example of a good company that wanted to make a high dose iodine product using kelp as a raw material source. Company X purchased powdered kelp and put it into a product. Knowing Kelp is a natural chelator, Biotics bought a bottle of company X's product on the retail market, and found it contained unacceptable levels of arsenic. Company X didn't intend to cause harm, but they didn't have the capacity to look for toxic metals before it went into the product. To be fair, once they learned that the product had arsenic, they changed the raw material.

Better companies have made the commitment to GMP manufacturing and do have an ISO certified lab. Currently there is only one company besides Biotics in the professional nutrition marketplace that has ISO status. ISO stands for "International Organization for Standardization." These international standards improve and ensure quality, efficiency, consistency, and safety of operations, products, and services. It's a big deal. ISO status takes your company from having an in-house lab to becoming an internationally certified laboratory. Basically, it allows you to analyze anything and then give it ISO status approval.

Best companies, or what I call great companies, have an ISO Certified Lab, are FDA inspected, and maintain GMP certified manufacturing. But the best companies go a few steps even beyond the ISO certification. They set the standards for other companies. They do things like produce their own raw materials and create phytochemical IDs for each botanical in their inventory. Just like you have an individual fingerprint, plants have a range of qualities that identify it and verify its individual biological activity.

For example, ginkgo biloba has many functions. One of them is as an antioxidant. If ginkgo is free of metals

and passes high performance liquid chromatography identification, and is also free from toxins like glyphosate, but doesn't quench free radicals, great companies won't use it in a product. It doesn't meet quality control standards. The only company that I know that meets these standards is Biotics Research Corporation.

Great companies also have integrity. Here's one example of many. Biotics uses a form of raw material identification called thin layer chromatography. It's a process where a plant is dissolved into a liquid and then paper strips are dipped into the liquid. Based on the plant and type of light used, different colors and bands are seen, which represent different flavonoids. You can see definite patterns for the different botanicals; cloves, chlorella, osha root, turmeric is spectacular, green tea. Each has its own identifiable color and pattern. Pre-tests were done with organic beets and the bands identified. When testing post-production for a product called Beta-TCP, one of the bands was missing and another was lighter. It's a test nobody would have ever known about, yet Biotics Research scrapped the batch because somehow it was denatured by the manufacturing process. That's integrity.

Biotics defines integrity as "doing the right thing when nobody's looking." We know doctors can get results with other companies' products, but unless these companies have invested in the type of technology Biotics has, they can't guarantee purity from batch to batch. Not because the company is bad, but stuff happens in the manufacturing process. And raw material suppliers intentionally or unintentionally sell products that are often compromised, as I mentioned earlier in our discussion. They don't know what they don't know. But you can know and count on the quality control levels Biotics has supplied its customers.

Biotics started out small as a manufacturing company over 40 years ago. But rather than invest in marketing and sizzle, they have continued to increase their in-house phytochemistry lab. And now with the ISO certification, they have achieved a stellar reputation as the leader in the industry. Although the industry still has a few bad apples, it has grown strong, and Biotics is one of the leading examples for others to follow.

Thanks for watching. I look forward to being with you again next Tuesday.