# SUPPLEMENT PRODUCT CRITERIA

**Criteria for Submitting New Supplements for Approval or Placement**
Clark's Nutrition & Natural Foods Market

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:
   Wayne Grubacich
   Clark's Nutrition
   4225 Market St
   Riverside, CA 92501
   Phone (951) 321-1960 ext 145
   Fax (951) 329-3349
   wayneg@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.**
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
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