

Vitature[®] Integrated Data

Vitature[®] isn't just a cloud-based material- and document-management tool tailored for the dietary supplement industry, it's also a robust resource with integrated data that can be used to build and substantiate label claims, conduct ingredient regulatory research, and provide in-depth analysis of ingredient and drug interactions. The Smart Ingredient Taxonomy, Healthnotes Interactions Database, Regulatory & Safety Database, Science Database, and Product Database are incorporated into the material management workflow, streamlining ingredient research and increasing efficiency.

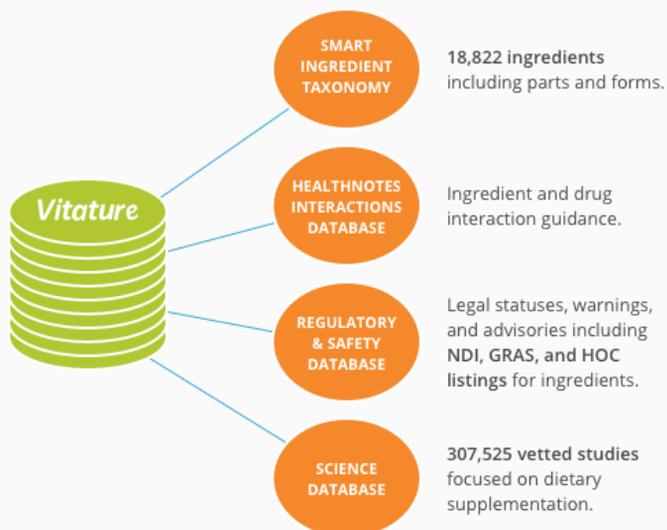
Smart Ingredient Taxonomy

The Smart Ingredient Taxonomy includes data on over 19,000 ingredients and is organized according to type, class node, order, family, genus, species, parts used, prep methods, and ingredient descriptors. It is built from various sources, including supplement labels and ingredients, MeSH taxonomy, regulatory lists, industry publications, and input from subject matter experts.

The Smart Ingredient Taxonomy is filterable by:

- Materials (your material specs in Vitature)
- Studied topics (health topics curated by subject matter experts)
- Categories sold (by health topic or ingredient)
- Type (active constituent, probiotic, etc.)

Vitature[®] INTEGRATED DATA



The Smart Ingredient Taxonomy can be used to:

- Conduct preliminary research to leverage in building material specs
- Standardize synonyms, duplicate terms, muddled syntax, and incomplete, ambiguous, or incorrect terminology used on labels
- Shed light on how ingredients are being used on the market
- Discover the regulatory and legal statuses of ingredients

The Smart Ingredient Taxonomy facilitates unique relationships between:

- Ingredients that share duplicate terms
- Generic and branded ingredients
- Compounds and their constituent ingredients, such as calcium carbonate and calcium
- Blends and their constituent ingredients
- Botanicals and their active constituents
- Sources of ingredients, such as DHA from fish oil
- Ingredients related to merchandising categories, such as bone health or weight management
- Ingredients related to specific health topics and those in the same hierarchical tree
- All other Vitature databases

Healthnotes Interactions Database

The culmination of over eighteen years of research. The Healthnotes Interactions Database contains positive and negative interactions between ingredients as well as between ingredients and drugs, allowing for a quick assessment of the interactions in a product to determine its safety and efficacy.

For example, vitamin D is known to play a significant role in calcium absorption; therefore, determining if a product contains both a form of calcium and vitamin D is crucial to ascertaining the quality of that product.

The Healthnotes Interactions Database includes:

- Linking to the Smart Ingredient Taxonomy
- Interaction summaries
- Study citations

Regulatory & Safety Database

Understanding ingredient regulatory and safety information is critical to formulating compliant products. We have analyzed regulatory listings including NDI, GRAS, HOC, and Pre-DSHEA/ODI to ascertain ingredients' legal statuses and safety warnings, and have integrated this data into the Smart Ingredient Taxonomy.

The Regulatory & Safety Database includes:

- Mapping to the Smart Ingredient Taxonomy
- Summary data, such as terms used in the listing, listing titles, and regulation numbers
- NDI documents provided in partnership with the AHPA
- Listings for related ingredients
- Safety data such as the USADA high-risk list, commonly adulterated substances, Prop 65, and the FDA's Safety Alerts & Advisories list

Science Database

Includes over 300,000 citations. We leverage the Smart Ingredient Taxonomy and expert-curated health topics to analyze, tag, and categorize studies relevant to supplementation. We narrow down millions of studies to the ones that matter to you, making it easy to find relevant studies to build structure/function claims.

The Science Database is filterable by:

- Health topics curated by subject matter experts
- Study type (animal, human, or in-vitro) and design (controlled clinical trial, meta-analysis, or review)
- Date published
- Journal ranking

The Science Database can be used to:

- Build evidence for structure/function claims
- Associate studies with label claims and bulk formulas
- Determine effective dosage levels
- Evaluate ingredient safety
- Research new ingredients and novel uses for ingredients

The Science Database includes:

- Direct links to full-text studies
- Abstracts
- Citations
- Associated ingredients and health topics
- Linking to the Smart Ingredient Taxonomy

Product Database

Currently in beta, the Product Database includes over 58,000 products, providing market insight into industry trends by ingredient, product, or brand. Filter and search using criteria such as dosage forms, categories sold, certifications, free-of claims, and other product attributes.

The Product Database can be used to:

- Glean market insight from actual product labels
- Find product gaps
- Compile comps
- Analyze dosage and ingredient forms
- Relate products, formulas, and ingredients to market categories

The Product Database is filterable by:

- Brands and manufacturers
- Categories sold
- Ingredients
- Certifications (such as organic or non-GMO)
- Other attributes (such as gluten-free)
- Dosage forms

For more information go to [Healthnotes.com](https://www.healthnotes.com)

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