



That’s a NO from New Chapter

At New Chapter, we source ingredients that are not only good for you but good for the planet. This is why we prioritize ingredients that are whole food, organic, non-gmo, and delivered to you in forms that your body can recognize. We only use ingredients that meet our formulation principles. If an ingredient doesn’t meet New Chapter standards, we’ll find the more natural alternative or not use it at all. That means **NO** synthetic fillers, **NO** junk, **NO** subpar ingredients, **nothing** artificial. Here’s a list of the top ingredients you will **never** find in New Chapter products. Many of these have been linked to a variety of human health issues.

NO Synthetic Colors	<p>Synthetic colors are used in some supplements to offset color loss due to light exposure, temperature changes, and storage conditions, or to correct or enhance a product’s natural color.</p> <p>New Chapter doesn’t believe products need to be disguised or to look vibrant or fun. Our supplements let the natural appearance of our ingredients shine through because they’re formulated with whole food… as nature intended. We don’t use artificial colors of any kind in our tablets, and our gummies are colored only with natural fruit and vegetable colorings.</p>
NO Aspartame	<p>Aspartame is used in some dietary supplements as an artificial sweetener (sugar substitute).</p> <p>When New Chapter wants a sweeter product that tastes delicious, we use, for example, organic inulin from blue agave, organic tapioca syrup, or bee-friendly honey.</p>
NO BHT	<p>BHT (butylated hydroxytoluene) is a lab-made chemical that is added to some foods as a preservative. BHT is typically used to prevent rancidity of fats and oils.</p> <p>The New Chapter approach is to use natural preservatives, if needed, such as Rosemary and Oregano supercritical extracts.</p>
NO High Fructose Corn Syrup	<p>Used as a sweetening agent in some dietary supplements and foods.</p> <p>When New Chapter wants a sweeter product that tastes delicious, we use, for example, organic inulin from blue agave, organic tapioca syrup, or bee-friendly honey.</p>
NO Hydrogenated or Partially Hydrogenated Oils	<p>Hydrogenated oils are used in some products to raise the melting point of the fats, and offer increased shelf life at a lower cost. Partially hydrogenated oils also contain trans fats, and are no longer considered “Generally Recognized as Safe” (GRAS) by the FDA.</p> <p>Instead, New Chapter uses raw materials, such as organic sunflower oil or organic carnauba wax, to achieve the desired results.</p>
NO Methacrylate Copolymers	<p>Methacrylate copolymers are used as a glazing agent in some commercial supplement formulas.</p> <p>New Chapter uses an organic coating that consists of natural and/or plant-based materials.</p>
NO Methylparaben or Propylparaben	<p>Parabens are used a preservative in some products to prevent bacteria growth.</p> <p>New Chapter designs our products so they do not require the use of methyl- or propylparabens.</p>
NO Polydextrose	<p>Polydextrose is a complex carbohydrate made in labs from glucose. It is added to some foods and supplements as a prebiotic fiber.</p> <p>New Chapter uses chicory root inulin or aloe as prebiotic ingredients.</p>
NO Polyethylene Glycol	<p>Polyethylene Glycol is used as a binder in some tablets and pills. This type of compound is derived from by-products of the petroleum and natural gas industries.</p> <p>New Chapter commonly uses plant-based binders to make tablets, such as gum acacia or rice flour.</p>
NO Saccharin	<p>Saccharin is a calorie-free sweetener used in some chewable vitamin and mineral tablets.</p> <p>When New Chapter wants a sweeter product that tastes delicious, we use, for example, organic inulin from blue agave, organic tapioca syrup, or bee-friendly honey.</p>
NO Sucralose	<p>Sucralose is an artificial sweetener.</p> <p>When New Chapter wants a sweeter product that tastes delicious, we use, for example, organic inulin from blue agave, organic tapioca syrup, or bee-friendly honey.</p>
NO Talc/Magnesium Silicate	<p>Talc is used as a flow agent to prevent ingredients from clumping together.</p> <p>When flow agents are necessary, New Chapter typically uses either food-grade silica or organic rice hulls.</p>
NO Titanium Dioxide	<p>Titanium dioxide is a whitening agent that may be used in sunscreen, cosmetics, and paints.</p> <p>New Chapter doesn’t believe supplements should be made with whitening agents also found in sunscreen, cosmetics, and paints. We don’t use artificial colors of any kind in our tablets, and our gummies are colored only with natural fruit and vegetable colorings.</p>