

The Supplement Blacklist

Popular longevity products that failed independent screening — the red flags that exposed them, and the verified alternatives worth your money.

83

SCREENED

27

FAILED

100%

INDEPENDENT

Zero

PAID
PLACEMENTS

THE PROBLEM

The longevity industry has a trust problem.

You see a supplement with thousands of five-star reviews and a label promising "clinically proven results." You buy it. Often, nothing happens — because dietary supplements are **not pre-approved by the FDA for effectiveness**, and third-party testing is entirely optional.

— What labs keep finding

Independent testing repeatedly turns up products with a fraction of their labeled active ingredient — sometimes almost none.

— "Proprietary blends"

A legal loophole that hides how little of each active ingredient is actually inside.

— Wrong ingredient forms

Cheaper, poorly-absorbed forms (cis- instead of trans-resveratrol) swapped for the effective ones.

— Gamed reviews

Incentivised and fake reviews are widespread on marketplaces, inflating products that don't deliver.

OUR SCREENING

We screened 83 popular products against our B.I.S.P. standard. **27 fell short — roughly one in three.**

Every one is still a bestseller on a major retailer.

Why you can't trust the label.

These are the patterns independent laboratories, watchdogs like ConsumerLab, and published analyses keep documenting across the longevity category.

Under-dosed NMN

Multiple independent analyses of marketplace NMN have found the majority well under their labeled amount — some with negligible active NMN.

Unstable "NAD+" products

The NAD+ molecule is too unstable for effective oral delivery. Products sold as oral "NAD+" typically can't deliver what they claim — legitimate options use precursors (NMN or NR).

Weak resveratrol

Resveratrol products frequently under-deliver on potency or use the cheaper cis- form. "1500mg" on the front, a fraction of real trans-resveratrol in the fine print.

Contamination risk

Heavy metals (lead, cadmium, arsenic) have been documented in some supplements. Without ISO-17025 testing, you have no way to know.

WHY THIS HAPPENS

There's no FDA pre-market approval for supplement efficacy, and third-party testing is optional. Brands can make sweeping claims with little to verify them — so the burden of proof falls on you.

NMN & NAD+ failures.

Representative products that failed our screening. Named generically — the pattern matters more than the brand.

NMN products that failed

8 products

#1–3 · Three "Amazon's Choice" NMN capsules

Independent testing has found a fraction of the claimed 500mg NMN — effectively inert filler at a premium price.

#4–6 · Three "best-seller" liposomal NMN

Negligible detectable NMN. "Liposomal" marketing with no meaningful delivery benefit for this molecule.

#7–8 · Two "premium" NMN powders

Cheap nicotinamide (vitamin B3) appears to have been sold at NMN prices.

NAD+ products that failed

6 products

#9–12 · Four "maximum strength" NAD+

Little to no usable NAD+ delivered. Oral NAD+ is inherently unstable and poorly absorbed.

#13–14 · Two "clinical grade" liposomal NAD+

Far below label claim. NAD+ is unstable in liquid and softgel formats.

KEY INSIGHT

The NAD+ molecule is too unstable for effective oral supplementation. Legitimate products use precursors like NMN or NR.

Resveratrol, senolytics & stacks.

Resveratrol failures

5 products

#15–17 · Three "ultra high potency" resveratrol

Well under 10% of claimed trans-resveratrol on testing — a common shortfall in this category.

#18–19 · Two resveratrol gummies

Deceptive labeling: a big number on the front, a fraction of real extract in the fine print.

WHAT TO LOOK FOR

Trans-resveratrol (not cis-), 98%+ purity, Japanese knotweed source, light-protected packaging.

Senolytic / longevity failures

4 products

#20–21 · Two "advanced" quercetin complexes

Under half the labeled quercetin, in a standard poorly-absorbed form — at premium prices.

#22–23 · Two fisetin supplements

Failed dissolution — tablets that won't break down properly can't be absorbed.

WHAT TO LOOK FOR

Quercetin phytosome (enhanced absorption); fisetin with a bioavailability technology.

#24–27 · Four multi-ingredient "longevity" & "NAD+ boosting" complexes

The most deceptive category: "proprietary blends" concealing sub-clinical doses of every active — glorified multivitamins at \$100+. In several, the headline precursor was barely present, alongside unlisted fillers.

10 red flags: how to spot a fake.

If a product trips three or more of these, walk away.

1. No third-party COA

No Certificate of Analysis means no verification it contains what it claims.

6. No GMP certification

No Good Manufacturing Practice cert means no quality-control standards.

2. Non-accredited lab

A COA from a non-ISO-17025 lab may be worthless or fabricated.

7. Marketplace-only, no website

Legitimate brands have real websites, not just a marketplace listing.

3. Batch numbers don't match

The lot number on your bottle should match the COA exactly.

8. No contact information

Can't find a phone, email, or address? Major red flag.

4. "Proprietary blend"

A legal loophole to hide how little of each ingredient is included.

9. Impossible claims

"100% absorption" or "miracle results" is dishonest marketing.

5. Price too good

Quality NMN costs ~\$1+/-serving. Far below that? Be sceptical.

10. No heavy-metal testing

Lead, cadmium and arsenic contamination is real. Quality brands test for it.

OUR STANDARD

The B.I.S.P. verification system.

BIO-Integrity Scoring Protocol. Every product we *recommend* has to score 24+ out of 30 across three pillars — measured, not marketed.

i.

Bio-Purity

- ✓ Third-party lab (ISO 17025)
- ✓ Heavy-metal testing
- ✓ Label accuracy ($\pm 10\%$)
- ✓ GMP certification
- ✓ Batch consistency

ii.

Bio-Activation

- ✓ Bioavailability optimised
- ✓ Clinical dosing
- ✓ Delivery-mechanism quality
- ✓ Synergistic formulation
- ✓ Absorption enhancement

iii.

Bio-Outcome

- ✓ Human clinical data
- ✓ Peer-reviewed citations
- ✓ Real-world efficacy
- ✓ Long-term safety data
- ✓ Clear mechanism

24–30 · Recommended

18–23 · Acceptable

12–17 · Caution

Below 12 · Avoid

What to buy instead.

B.I.S.P.-verified categories with trustworthy options. Full rankings and scores on the site.

NMN

agepowerfully.net/best-nmn-supplements

LOOK FOR Uthever®-certified NMN, third-party COA from an ISO-17025 lab, cold storage, sensible price per serving.

Resveratrol

agepowerfully.net/best-resveratrol-supplements

LOOK FOR Trans-resveratrol (not cis-), 98%+ purity, Japanese knotweed source, light-protected packaging.

NAD+ precursors

agepowerfully.net/best-nad-supplements

GOLD STANDARD Tru Niagen (ChromaDex NR) — extensive clinical research, FDA NDI and GRAS status.

Senolytics

agepowerfully.net/best-senolytic-supplements

LOOK FOR Quercetin phytosome (enhanced absorption); fisetin with a bioavailability technology.

KEY TAKEAWAYS

1. **Most supplements fail testing.** A large share of NAD+, NMN and resveratrol products don't contain what they claim.
2. **Watch the red flags.** No COA, "proprietary blends," prices too good to be true, impossible claims.
3. **Use the B.I.S.P. framework.** Bio-Purity, Bio-Activation and Bio-Outcome before you buy.
4. **Verified options exist.** Uthever® NMN, Tru Niagen, trans-resveratrol, quercetin phytosome.

NOW YOU KNOW THE TRUTH

Truth over hype. *Evidence over opinions.*

Stop paying premium prices for products that fail testing. Use the B.I.S.P. framework and this red-flags checklist to buy smarter — every time.

WHAT'S NEXT?

Visit agepowerfully.net for verified supplement rankings, detailed B.I.S.P. scores, and our complete methodology.

AgePowerfully.net