



Getting Started with the *Supplement OWL* (Online Wellness Library)[™]

Welcome to the *Supplement OWL*[™]—the dietary supplement finished product registry. We are delighted that your company has decided to participate in this critical industry-wide, self-regulatory initiative. Getting your product labels into the *Supplement OWL* is not difficult and can be accomplished in one of several ways. This document will walk you through the options and briefly describe the advantages of each to help you select the method that best suits your data. If you have questions, please contact Erik Eberhart at UL at Erik.Eberhart@ul.com or (913) 304-7841.

Step 1: Read and understand the Order Form & Service Agreement for the *Supplement OWL*.

First, you will want to review the *Order Form & Service Agreement* that provides your consent to include your company's products in the registry. It can be obtained by simply contacting UL at Erik.Eberhart@ul.com or OVP.SalesSupport@ul.com and requesting a copy. It contains a description of the relationship between marketers and manufacturers of finished dietary supplements (“the participants”) and UL, the company managing the registry and its contents. You will want to review this contract with your staff, sign the Agreement and return the signed copy to UL to begin the process. If you are only participating in Tier 1 of the registry, and will be providing all data electronically, there is no charge to participate in the *Supplement OWL*—it's **FREE!!** Regardless of which method you use, completion of the Agreement is the first step to getting your products into the registry.

[Click here to email request](#)

Step 2: Learn what product and label information must be submitted to the registry.

The *Supplement OWL* is comprised of two “Tiers” of information. Participation in Tier 1 is free, and completion of all the mandatory information fields in Tier 1 is required for participation in the *Supplement OWL*. Inclusion of additional product information and supporting documents in Tier 2 is optional and requires payment of a fee of \$25 per product entry.

Companies wishing to participate in Tier 1 should be prepared to provide the following fields of information for each product entered into the registry:

A. Information required from each label (*this information will be viewable by the public*):

Product Information:

ID (a unique numeric code will be assigned by the registry to each entry)
Product Name
Product Brand
SKU
Product Image
Label Image
Statement of Identity
Serving Size
Net Contents Quantity
Alternate Net Contents Quantity
Product Category
Delivery Form
Claim(s) or Use(s)
Intended User(s)
Serving Directions
Servings per Container
Footnote
Other Ingredients
Brand Intellectual Property (IP) Statement Information
FDA Disclaimer Statement
Precautions
Storage and Handling Information
Seals/Symbols/Certifications/Related
Allergen Statements/Claims
Contact Information
Facts Panel Type

B. Additional Information Required (*This information is only viewable by regulatory agencies such as FDA*):

- Manufacturing facility name, address and contact information;
- Packaging facility name, address and contact information;
- OR
- A contact name, title, phone number and email address of a responsible senior quality professional who can provide the manufacturing and packaging facility name, address and phone number immediately upon request from a regulatory body.

Step 3: Determine the best method to submit labels to the Supplement OWL.

Each company has its own unique IT systems and many different ways of storing its product information, so there is no one “right” way to get your labels into the *Supplement OWL*. Consider these alternatives:

Option 1: Electronic Transfer—If your company uses internal IT systems (as such Internal or Third Party ERP, PLM, Marketing, labeling systems, etc.) that house your product data, you may be able to transfer the data electronically and avoid re-keying the information. Our “[IT Field Layout Guide](#),” will help you determine what information is required. We recommend that you share this document with your internal IT personnel and work with your staff who fully understand this document. Once a contact is identified, email OVP.SalesSupport@ul.com with the contact name and contact information. This person will be contacted by UL within two business days to discuss next steps as well as assure that any questions or concerns they may have are addressed.

[Click here to email request](#)

Option 2: Conversion from the ODS Label Database—If your company’s products are already listed in the National Institutes of Health (NIH) Office of Dietary Supplements (ODS) Dietary Supplement Label Database (DSLDB)—accessible [here](#)—we may be able to export some of that information to the *Supplement OWL* by mapping the data to our system. A couple words of caution though: The *Supplement OWL* contains several data points that are not in the DSLDB. Thus, your company will be required to enter the information into the missing required fields to complete the entries. Also, please review your products in DSLDB, it has been communicated by manufacturers that products included in DSLDB are not current reflection of product lines and include discontinued products, updated products, and/or missing products.

If you would like to execute this option, please request the “DSLDB label verification form” by sending an email to OVP.SalesSupport@ul.com. In the subject line, insert “DSLDB label verification form request” and provide your contact information in the body of the email. You will receive a reply within two business days with further instructions.

[Click here to email request](#)

Option 3: Manual Data Entry—Product information may be manually entered into the template spreadsheet. This option may be time-consuming, so is best suited for companies with a limited number of products in the U.S. market. You will need to manually enter data fields and file names for label pictures and product pictures.



If you would like to execute this option, please request the “Manually enter data fields guide” by sending an email to OVP.SalesSupport@ul.com. In the subject line insert “Manually enter data fields guide” and provide your contact information in the body of the email. You will receive an email within two business days with further instructions.

[Click here to email request](#)

In addition, this [Manual Upload Guide](#) and [Manual Entry Template](#) will help you determine what information is required.

[Manual Upload Guide](#)

[Template for Manual Data Entry](#)

Option 4: UL’s Upload Service or another 3rd party vendor to load the Information—Utilize UL’s Manual Data Upload Service or another service vendor who will provide this turn-key service using your labels for a small fee. UL’s service enters data field information from information provided by the product manufacturer in readable PDF form. The UL team will work with a point of contact on how to submit additional data fields not on labels, label files and product pictures. If you would like more information about the UL service, provide an estimate of the number of labels in the “Manual Data Service Level” line of the signed Service Order Form and UL will contact you.

If you have any questions or would like to discuss additional options, please contact UL via email or phone: OVP.SalesSupport@ul.com, 1-877-292-7279 (within the United States) or +1 913-307-9010 (from outside the United States) or contact CRN at GAtkinson@crnusa.org.