

Case Study

THORNE

Learn how Thorne simplified formulation and generated regulatory-compliant labels with Genesis Supplements



Brian Potter, R&D Formulation Manager for Thorne HealthTech ("Thorne"), has been a nutritional supplement formulator at Thorne for more than a decade. He has seen major changes that have impacted the industry, from new regulations for sports performance supplement manufacturing to stricter limits on heavy metals due to California's Proposition 65. In his current role, Brian has developed hundreds of formulas for Thorne, and for years those formulas were developed in spreadsheets.

"My second year with the company, the owner asked me to figure out how to create master formulas for each product," shared Brian. "At the time, we were manufacturing approximately 300 products, and within three months I had all 300 formulas in digital spreadsheets. It proved to be an interesting project."

As challenging as it was to use spreadsheets, it provided Brian a way to assure accuracy. "It was difficult to make sure I was accurately calculating the conversions, especially when dealing with vitamins or the FDA's requirements for units of measure. It would take time to construct the equations using functions, logic, and formatting, so conversions were a big challenge initially."

After years of manually tracking formulas on spreadsheets, Thorne turned to Genesis Supplements Labeling and Formulation Software for a much more efficient solution. "The Genesis software served as confirmation that the equations were calculating correctly," Brian shared. But it wasn't just formula management that Genesis offered. The automated label creation and built-in government guardrails were also game changers.

"By having the formula built into Genesis and an auto-generated FDA-compliant label being created, we're able to take the label and give it to our marketing team so they can have an idea upfront of what information should be on the label. They can work with that, which is better than starting out in the dark. This especially helps when we have a new product launch."

Genesis Supplements also helped with other restrictions like Proposition 65 and meeting NSF International's Certified for Sport guidelines for professional athletes. "Using the Genesis software, we identified the different mineral sources and could adjust our specifications accordingly. We were able to get a better idea of whether or not the heavy metal levels were going to exceed the Proposition 65 limits. The system would give us a compounded number to help us in that respect."

Moving forward into 2023, Brian and his team plan to expand implementation of Genesis with future product launches: "We want to start utilizing Genesis more in the development phase. At this early stage, it will give us an upfront view of an accurate Supplement Facts panel, which will be a huge benefit before we launch new products."



Brian Potter needed an easier way to manage his supplement formulas than using spreadsheets. With decades of formulation experience, he knew a solution needed to be accurate. Genesis Supplements allowed Brian and his team to more easily manage, adjust, and reformulate supplements. And with built-in FDA compliance guardrails, Brian's team was assured the formulas were calculated properly and labels were compliant.