



Seller Resources: Checklist of Things to Consider Before Selling NHPs on Amazon Canada

Determine Product Category

- Verify whether your product qualifies as a Natural Health Product (NHP), drug, or cosmetic
- Assess if your product makes health claims that could affect its classification

Obtain a Natural Product Number (NPN)

- Apply for and obtain a valid NPN from Health Canada for your NHP
- Ensure the NPN is correctly linked to your product, including all approved health claims

Ensure Compliance with Health Canada's NHP Regulations

- Confirm that your product meets the Natural Health Products Regulations (NHPR)
- Ensure the product adheres to Health Canada's safety, efficacy, and quality standards

Ensure Proper Labelling

- Ensure the product label meets Health Canada's labelling requirements, including:
 - Ingredient list
 - Approved usage and dosage instructions
 - Correct health claims
 - The NPN clearly displayed on the label principle display panel (PDP)

Work with Licensed Importers (if applicable)

- Ensure your importers have a valid Site Licence issued by Health Canada for importing NHPs into Canada
- Verify that the site licence includes the activity of "importation" for NHPs

Complete Lot Release Process

- Ensure the product undergoes the lot release process
- Verify the release is completed and signed off by a qualified Quality Assurance (QA) person, confirming the product meets Health Canada's standards

Maintain Product Release Documentation

- Keep a record of all product release documentation, including QA reviews and market entry clearance.
- Ensure you have the required documentation to prove the product has been verified for safety, efficacy, and quality.

Provide Documentation to Amazon

- Submit the product licence (NPN) and product label to Amazon for verification
- Ensure that all documentation is consistent with what Health Canada has approved

Ensure Compliance with Import Documentation



- Maintain accurate import documentation, such as invoices, certificates of analysis, and shipping records
- Ensure that all import paperwork complies with Health Canada's regulations for NHPs

Monitor Ongoing Compliance

- Regularly review Health Canada's NHP regulations and Amazon's compliance policies to ensure continued adherence
- Stay prepared for Amazon's periodic reviews of your listings and documentation