

You Have Questions,
Blue Poppy has Answers!



“Why Are My Herbs a Different Color From the Last Bottle I Received?”

Believe it or not, this is a common question that we receive, from both practitioners and their patients. So, why might there be coloration differences between two batches?

Simply put, there will almost *always* be coloration differences between one batch and another because we are packaging *a natural product*. A manufacturer of an over-the-counter medicine whose product is created in a laboratory will create an identical product each time. By comparison, it would be much more appropriate to compare our herbal product line with wine rather than aspirin.

Each year, a California vintner creates wine from the same vines, using the same exacting processes and hi-tech equipment year after year. However, because grape vines are living things that are subject to varying degrees of moisture, sunshine and temperature, each year's vintage tastes utterly unique. In just the same way, each batch of herbal supplement that we produce will indeed have subtle variations in coloration.



Illustrated above are several specimens of Ren Shen (Radix Ginseng) that are the exact same species and underwent identical processing. Note the wide variation in color exhibited.

The only way that we could produce herbal capsules that looked identical each and every time would be to introduce substances into our products, like dyes and other chemicals – and that's not something we are comfortable doing. At Blue Poppy we believe in the power of herbal medicine created by Mother Nature, and nothing else.

At Blue Poppy we take the utmost pride in our product line and we believe that our quality control, pharmacognosy and product testing are second to none. Our Chinese manufacturer, Hunan Nature, is the only prominent Chinese herbal medicine supplier that has completed a full audit by NSF International a third-party agency that certifies that all practices are in full compliance with the latest FDA cGMP (current Good Manufacturing Practices) standards.

To create effective herbal products, it is essential to start with premium raw materials. All the raw herbs used in our products are assessed by an on-staff expert in traditional herbal pharmacy, and the products are tested for potency and safety numerous times during each production run. We select only the finest raw materials, some of which are grown on Hunan Nature's own certified GAP (Good Agricultural Practices) farms.

Our raw herbs are assessed for quality and authenticity by an unrivaled team of world-class Chinese experts, and Blue Poppy's own dedicated herbal medicine specialist, Eric Brand, reviews the selection of all the raw materials that we use. By working with a team that includes some of the top authentication and quality discernment experts in the world, we are able to verify that every item used conforms to the botanical identity and quality assurance standards of the Chinese Pharmacopoeia as well as the American Herbal Pharmacopoeia. Our dedication to quality starting materials is the key to the remarkable potency and distinctive nature of our products.

Finally, Blue Poppy is unrivaled in the scope of our testing regime. For many years now, we have used third-party testing on every batch of every formula that we produce. We test for microbiological load, pesticides, heavy metal, and other contaminants to insure that our customers have access to the safest products available. No other company in the industry uses third-party testing to a comparable degree and the US and Swiss-based independent labs that we use invariably confirm the pristine results that are reported by our own in-house tests. This comprehensive dedication to third-party testing is unique in the field of Chinese medicine, and we are happy to share our testing results with any customer upon request. No other herbal company goes to these lengths to insure that your patients receive the best possible product, every single time.

Just as a great vintner will produce fine Pinot Noir each year regardless of the variations in bouquet, so do we produce the finest and most potent herbal supplements batch after batch. The slight changes in coloration will, ultimately, make no difference in the product's effectiveness. These changes only serve to further illustrate to you, our customer, our commitment to the highest quality, safest and most natural herbal medicine you can buy.