



Supplement Trust Scorecard

Audit your brand against China's 5 critical trust signals

INSTRUCTIONS

For each question, check “Yes” or “No.” Add your points. Then see your score at the end.

SCORING SCALE

0–10 points = Trust at risk (urgent improvements needed)

11–20 points = Moderate trust (good foundation, but gaps remain)

21–30 points = Strong trust (CBEC ready, but fine tune)

31–40 points = Excellent trust (premium positioning, ready to scale)

7. COUNTRY OF ORIGIN (MAX 8 POINTS)

#	Question	Yes (2 pts)	No (0 pts)
1.1	Is your country of origin prominently displayed on every product page (not just in fine print)?	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Does your country have a recognised strength for supplements? (e.g., NZ = purity, Japan = precision, Germany = safety standards)	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Do you use country specific trust badges or certification logos (e.g., FernMark, JAS, Made in Germany) on packaging and listings?	<input type="checkbox"/>	<input type="checkbox"/>
1.4	Have you created educational content explaining why your country's regulations make your supplements safer / purer?	<input type="checkbox"/>	<input type="checkbox"/>

2. CERTIFICATIONS & MANUFACTURING STANDARDS (MAX 8 POINTS)

#	Question	Yes (2 pts)	No (0 pts)
2.1	Do you display GMP (Good Manufacturing Practice) certification visibly on your CBEC product page?	<input type="checkbox"/>	<input type="checkbox"/>
2.2	Do you have an organic certification (e.g., USFDA Organic, EU Organic, NZ BioGro)?	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Do you publish third party lab test results (e.g., for heavy metals, purity, potency) for each batch?	<input type="checkbox"/>	<input type="checkbox"/>
2.4	Are your manufacturing facility photos or videos accessible via a QR code on the packaging?	<input type="checkbox"/>	<input type="checkbox"/>

3. INGREDIENT TRANSPARENCY (MAX 8 POINTS)

#	Question	Yes (2 pts)	No (0 pts)
3.1	Does your product page list ingredient sourcing origins (e.g., “Marine collagen from wild caught fish off Hokkaido”)?	<input type="checkbox"/>	<input type="checkbox"/>
3.2	Do you provide dosage clarity (mg per serving, % daily value) without hiding behind “proprietary blends”?	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Do you include scientific explanations for why each ingredient works (citing studies or mechanisms)?	<input type="checkbox"/>	<input type="checkbox"/>
3.4	Is your ingredient list free from vague terms like “natural flavour blend” or “botanical extract (proprietary)”?	<input type="checkbox"/>	<input type="checkbox"/>

4. SOCIAL PROOF & COMMUNITY VALIDATION (MAX 8 POINTS)

#	Question	Yes (2 pts)	No (0 pts)
4.1	Do you have at least 5 verified creator reviews on Xiaohongshu or Douyin (not just your own reposts)?	<input type="checkbox"/>	<input type="checkbox"/>
4.2	Do you display user generated before/after photos or testimonials (with permission)?	<input type="checkbox"/>	<input type="checkbox"/>
4.3	Have you run a livestream where a creator demonstrates your product and answers audience questions?	<input type="checkbox"/>	<input type="checkbox"/>
4.4	Do you have a WeChat group or mini program where customers discuss their results?	<input type="checkbox"/>	<input type="checkbox"/>

5. COMPLIANCE & CBEC READINESS (MAX 8 POINTS)

#	Question	Yes (2 pts)	No (0 pts)
5.1	Have you run a compliance pre audit on all supplement claims (avoiding “cures,” “treats,” “prevents disease”)?	<input type="checkbox"/>	<input type="checkbox"/>
5.2	Does your product label include all mandatory Chinese warnings and ingredient translation (not machine translated)?	<input type="checkbox"/>	<input type="checkbox"/>
5.3	Are your top 3 SKUs already on China’s CBEC “positive list” for supplements (or do you have a clear path)?	<input type="checkbox"/>	<input type="checkbox"/>
5.4	Do you work with a CBEC partner that provides automated customs documentation and real time claim validation?	<input type="checkbox"/>	<input type="checkbox"/>

TOTAL SCORE: _____ / 40

YOUR TRUST SCORE INTERPRETATION

Score	Rating	What to do next
31–40	Excellent	You're ready to scale. Focus on defensive trust – monitor competitor claims, refresh creator content quarterly, and maintain compliance as regulations evolve.
21–30	Strong	Good foundation. Pick your lowest scoring section above and fix those 2–3 gaps within 4 weeks. Typically: add lab test reports or improve creator review volume.
11–20	Moderate	Gaps are hurting conversion. Prioritise: (1) country origin visibility, (2) at least one certification badge, (3) 3 creator reviews. Re score in 60 days.
0–10	At Risk	Do not scale CBEC spending until trust signals are rebuilt. Book a 15 minute strategy call (see CTA in article) for a priority action plan.

YOUR IMMEDIATE NEXT STEPS (BASED ON WEAK SPOTS)

- **If Country of Origin scored low:** Add a “Why [Country]?” tab on your product page with photos of farms/facilities and government trust badges.
- **If Certifications scored low:** Apply for at least one internationally recognised cert (GMP is fastest). In the meantime, publish a “Quality Statement” with facility photos.
- **If Ingredient Transparency scored low:** Replace vague descriptions with exact sourcing + dosage. Add a “Science” section with links to 2–3 peer reviewed studies.
- **If Social Proof scored low:** Commission 5 micro creators (10k–50k followers) on Xiaohongshu. Offer free product + 20% affiliate fee. Ask for video reviews.
- **If Compliance scored low:** Run an immediate claims audit. Remove any “treats,” “cures,” or disease mentions. Work with a CBEC partner that automates compliance checks.