



## Certifications

by **nutrasource**  
Pharmaceutical and Nutraceutical Services

# CASE STUDY



SIFAR İLAÇLARI'S NEW LIFE PRODUCTS  
ACHIEVE IFOS™ (INTERNATIONAL FISH OIL  
STANDARDS) CERTIFICATION MARK

Dive into our latest case study, where we discuss the intricacies of New Life's certification process with IFOS™ and how it's increased their overall brand awareness and credibility in Turkey and beyond.

## COMPANY BACKGROUND

### A LEGACY OF SCIENTIFIC INTEGRITY

Sifar Ilaclari is a family-founded company with a pharmaceutical heritage dating back to 1966. Established by an Italian chemist who relocated to Turkey as a representative of Lepetit Pharmaceuticals, Sifar began as a trusted bridge between international pharmaceutical companies and the Turkish market.

For more than three decades, Sifar served as the Turkish representative for several major global pharmaceutical brands. However, toward the end of the 20th century, as many of these companies established their own local offices, Sifar made a strategic decision to exit the pharmaceutical manufacturing sector. The company sold its production facility and licensed out its remaining pharmaceutical products.

This pivotal transition led Sifar into the emerging nutraceutical field, an industry still in its infancy in Turkey at the time. The company acquired the New Life brand and began introducing high-quality dietary supplements to the market, setting out to apply pharmaceutical-grade standards to the supplement category.



## CORE PRINCIPLES BEHIND THE NEW LIFE BRAND

From the outset, Sifar Ilaclari defined clear principles for New Life that would shape their nutraceutical portfolio, including:

- Use of ingredients supported by proven clinical studies.
- Development of innovative formulations with improved efficiency and bioavailability.
- Avoidance of “me-too” products.
- Blister packaging for enhanced product protection.
- Use of fish gelatin for softgels.
- Production exclusively in Europe, primarily in Italy.

These principles formed the foundation of Sifar’s differentiation strategy and commitment to quality leadership.

## CASE STUDY

SIFAR ILACLARI'S NEW LIFE PRODUCTS ACHIEVE IFOS™  
(INTERNATIONAL FISH OIL STANDARDS) CERTIFICATION MARK

## THE GOAL

To increase brand awareness and product credibility regarding New Life's EFA Active and EFA One omega-3 fish oil soft gels.



## THE CHALLENGES

As one of the first nutraceutical brands in Turkey, Sifar Ilaclari entered a market that lacked clear quality benchmarks. Consumer awareness was limited, and the supplement sector was still establishing its credibility. Two major challenges stood out:

### 1. Building Trust and Credibility

The supplement market can become easily saturated with products that vary widely in quality. Sifar needed to demonstrate that its formulations met pharmaceutical-grade standards, even within a nutraceutical framework.

### 2. Differentiating in an Increasingly Competitive Market

As new entrants began launching similar products, maintaining a clear quality distinction became essential.

## THE IFOS™ SOLUTION

IFOS™ provided New Life with something beyond internal quality control. It provided them with independent, publicly accessible validation. The program helped New Life:

- Communicate critical quality parameters (purity, potency, freshness) to consumers
- Provide easily understandable online reports
- Offer transparent proof of product excellence

This transparency proved especially valuable in educating the market. IFOS™ reports became practical tools, not only for industry professionals but also for everyday consumers seeking reassurance about Omega-3 quality.

# WHY IFOS™?

## IDENTIFYING A STRATEGIC CERTIFICATION PARTNER

In 2009, Sifar Ilaclari began its partnership with the IFOS™ (International Fish Oil Standards) Program.

At the time, they identified several key advantages:

- **IFOS™ focused exclusively on fish oil products**
- **The program offered transparent, product-specific testing reports**
- **No comparable fish oil: specific certification program was present**

This specialization stood out. Rather than relying on broad third-party certifications, IFOS™ provided rigorous testing tailored specifically to Omega-3 products. This is exactly where Sifar Ilaclari sought to demonstrate leadership.

## PHARMACIST AND DOCTOR SUPPORT

Healthcare professionals increasingly rely on objective data when recommending supplements. IFOS™ reports gave pharmacists and physicians:

- Verified quality benchmarks
- Confidence in recommending products
- Transparent documentation to support their decisions

Instead of relying solely on brand reputation, professionals could reference standardized testing data. This strengthened both product confidence and professional accountability.



## EDUCATING CONSUMERS

One of the most significant impacts was consumer education. IFOS™ helped simplify complex quality parameters such as oxidation levels and purity into digestible information. By making reports publicly available and easy to interpret, New Life empowered consumers to make informed decisions rather than relying on advertising claims alone.

# IMPACT ON THE TURKISH OMEGA-3 MARKET



## REDEFINING SUPPLEMENT SUCCESS

New Life has consistently emphasized IFOS™ as a central pillar of its brand communication strategy. Their IFOS™ certification helped shift the conversation in Turkey's Omega-3 market from marketing claims to measurable standards. Over time, IFOS™ became more than just a certification; it became an expectation.

According to New Life, the credibility of IFOS™ has reached a level where many pharmacists, doctors, and consumers now believe that every fish oil product should carry an IFOS™ certification. This represents a significant cultural shift in purchasing criteria within the market.

***"When we first started with IFOS™ testing back in 2009, we communicated it to all the pharmacies and doctors we were visiting, as well as used it on all of our direct-to-consumer messaging. The good thing is that the message and the advantage of having the IFOS™ testing is very clear. Everyone has appreciated this and started to look for this logo on all the Omega-3 products. As a result, today we see many Turkish brands with the IFOS™ logo."***



*Sinan Müderrisoğlu, CEO of Sifar İlaçları*



**“Working with Sinan and Sifar Ilaclari to showcase their consistency around independent testing of their products has been a key to their growth. Their commitment to communicating that value effectively, especially through healthcare professionals and consumer touchpoints has created a strong level of trust in the market. That trust has translated into real demand, a natural progression driven by both transparency and education.”**



*Kevin Yan, VP of Product Certifications*

## CONCLUSION

New Life’s partnership with the IFOS™ Program illustrates how third-party certification can elevate not only a brand, but an entire market segment. By integrating pharmaceutical discipline into nutraceutical development and reinforcing it with transparent, specialized certification standards, New Life helped redefine quality expectations in Turkey’s Omega-3 sector. Today, IFOS™ is not merely a label on New Life’s products. It represents a benchmark that has reshaped professional and consumer standards alike.

### About IFOS™ (International Fish Oil Standards™)

Launched in 2004, IFOS™ (International Fish Oil Standards) is Nutrasource’s oldest and most well-known certification. Thousands of products around the world proudly bear the IFOS™ certification mark as a symbol of transparency and quality. It provides a way for companies to test their products to the highest quality, safety, and purity standards in the world and then showcase their full testing results online for the world to see.

### Learn More

Entrust us with your third-party certification goals and leverage your experience for market growth and success.

[Contact us today](#) to learn more.

