



SuppCo Tested: Let's Make Sense of Supplements

ISSUE 01: CREATINE

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The SuppCo Tested Program

At SuppCo, our mission is to help you make sense of supplements. Our app and TrustScore quality rating system help you manage every part of your supplement routine.

Today we are setting out to do something simple, but long overdue: **actually test what's inside supplements and share the results.**

This isn't about calling anyone out or trying to stir up controversy. It's about clarity. As a start-up that helps people figure out what supplements to take and why, we realized that even the best advice only goes so far if the product itself doesn't deliver what's on the label.

So we launched **SuppCo Tested**, a new program to increase transparency for consumers.

We buy supplements off the shelf, no special treatment, no brand involvement, and send them to a fully independent ISO 17025 certified third-party lab for testing. Then we share what we find: the good, the bad, and the unexpected.

We're starting with creatine because it's one of the most researched and widely used supplements in the world, and because its quality is surprisingly easy to assess, if you know what to look for.

This isn't a "gotcha" project. In fact, it's the opposite. We want to spotlight the brands doing it right and help users make better decisions. And if we uncover areas where the supplement industry could do better, we'll say so plainly and respectfully.

Brands that want to cut corners probably won't love that. But the ones who care about transparency and quality? They'll be glad we're doing it, and we hope you will too.

The goal is to build something that's missing in the supplement world: real trust. Not hype, not marketing language, just data and honest analysis.

It is time to bring transparency to the supplement industry.

Jordan Glenn, PhD
Head of Science, SuppCo



What follows is a comprehensive report including an overview of why creatine is in the spotlight in 2025. Want to skip straight to the results? The creatine gummy test results including 4 failures can be found on page 9.



Creatine: What It Is, How It Works, and Why It Matters

Creatine might be the most well-studied supplement on the planet. And for good reason. It works, it's safe for most people, and it delivers meaningful benefits across physical performance, recovery, and even cognitive function.

Why Creatine Is Having a Moment

Creatine isn't just for bodybuilders anymore. In recent months, interest in creatine has exploded thanks to new research and media coverage connecting it to benefits beyond muscle. Studies have explored its potential role in brain energy metabolism, mental clarity, and even mood, especially in women, who may naturally have lower creatine stores. Wellness influencers and medical professionals alike are now talking about creatine as a low-cost, well-researched supplement with wide-reaching effects. From cognitive performance to healthy aging, it's becoming clear that creatine is more than just a gym supplement, it's a foundational compound for whole-body function. With growing interest and evolving science, consumers are demanding better, more trustworthy options, and it's never been more important to know what's really in your creatine.

But despite how popular it is, there's still a lot of confusion about how creatine actually works, how much you should take, and what kind to buy.

What is Creatine?

Creatine is a naturally occurring compound found in small amounts in foods like red meat and fish. Your body also makes it on its own, mainly in the liver and kidneys, and stores it primarily in muscle cells.

It's not a stimulant, not a hormone, and not some mystery powder. It's a compound that helps your cells produce energy more efficiently, especially during short bursts of high-intensity activity.

How Does Creatine Work?

Inside your muscle cells, creatine binds with a high-energy molecule called phosphate to form phosphocreatine. When your muscles need to generate fast energy, during lifting, sprinting, climbing, or anything explosive, phosphocreatine donates its phosphate group to regenerate ATP (adenosine triphosphate), your body's primary energy currency.

This process allows you to crank out a few more reps, sprint a little faster, and recover more quickly between efforts. Over time, those small performance increases add up to real gains in strength, lean mass, and power.



Creatine: Benefits, Dosage, and Safety

What Are the Proven Benefits?

Here's where creatine really stands out, it's not just about biceps and bench press. The benefits are broad and well-documented:

- **Increased strength and power:** Dozens of studies have shown that creatine supplementation boosts high-intensity exercise performance.
- **More lean muscle mass:** Creatine helps you train harder and recover faster, leading to muscle growth over time.
- **Improved recovery:** Faster replenishment of cellular energy means less fatigue between sets or sessions.
- **Neuroprotective and cognitive support:** Emerging research suggests creatine may benefit brain health, especially in sleep-deprived individuals or older adults.
- **Bone health and anti-aging potential:** Some data indicates creatine may support long-term bone density and mitochondrial function as we age.

How Much Should You Take?

The standard recommendation for creatine monohydrate, the most tested and trusted form, is:

- **3 to 5 grams per day**, taken consistently
- Some people do a **“loading phase” of 20 grams per day** for 5-7 days, followed by the standard daily dose, but this isn't required

Creatine builds up in your muscles over time, so consistency is more important than timing. You don't need to take it right before or after a workout, just take it daily, with or without food.

Is Creatine Safe?

For most people, yes, extremely safe. **Creatine has been studied for decades and is generally well-tolerated.** It doesn't harm your kidneys or liver in healthy individuals, doesn't increase hair loss (despite internet rumors), and doesn't cause dehydration or cramps. A small number of people might experience bloating or stomach discomfort with high doses, but this can usually be solved by splitting the dose or switching to micronized versions.

One thing worth noting: when creatine breaks down, it turns into creatinine, a compound that's excreted in urine. Creatinine levels are sometimes used as a kidney function marker in blood tests, so if you're supplementing and your lab values change slightly, it's likely nothing to worry about. But this also makes creatinine an important compound to look for when evaluating the quality of creatine products, and that's something we dug into in our testing.



What We Tested

For this first installment of the SuppCo testing program, we focused exclusively on **creatine monohydrate**, the most well-researched and widely used form of creatine. We tested a mix of **powders** and **gummies** from popular affordable brands taken by SuppCo users.

For each product, we sent unopened samples to a fully independent, ISO 17025:2017 certified third-party lab. We had no involvement in the testing process or influence over results. We purchased a mix of powders and gummies, and analyzed the following:

Form Factor (powder vs gummy)

Creatine per Serving (in grams)

Percent Creatine (how much of the total product weight is actual creatine)

Creatinine Levels (in ppm, a marker of degradation)

Heavy Metals (markers of impurity)

The testing type conducted by our partner lab was HPLC (High-Performance Liquid Chromatography), the most commonly used and widely validated method for testing creatine supplements. Validated for creatine analysis as early as the 1990s, HPLC offers precise quantification and reliable detection of both creatine and its breakdown product, creatinine.

For our initial batch of creatine testing, we chose to focus on budget products, based on the constant questions we get from users about whether lower-cost brands can have the same quality and purity as premium practitioner-grade brands such as Thorne and Metagenics.

Our database of over 212k supplements gives us visibility into user popularity across every supplement category including creatine.

Our creatine powder selections include our #3 and #4 creatine products from Bulk Supplements and Nutricost, and 4 out of our top 20 creatines.

Our creatine gummy selections included our top 4 creatine gummies and 6 out of the top 10.



BULK SUPPLEMENTS [View](#)

CREATINE MONOHYDRATE
MICRONIZED POWDER

5g PER SCOOP | 1kg BULK | 200 SERVINGS

BULK SUPPLEMENTS [View](#)

Creatine Monohydrate

8.19 VERY GOOD

Servings	Price/serv	From	Format
200	\$0.15	\$30.97	Powder



SPORTS RESEARCH

CREATINE MONOHYDRATE
UNFLAVORED

100% MICRONIZED CREATINE
HYDROLYZED CREATINE MONOHYDRATE 100% HYDROLYZED CREATINE
NON-FLAVORED, PURE | 100% CREATINE

SPORTS RESEARCH [View](#)

Creatine Monohydrate (Unflavored)

8.94 VERY GOOD

Servings	Price/serv	From	Format
100	\$0.28	\$27.95	Scoop



FORCE FACTOR [View](#)

CREATINE MONOHYDRATE GUMMIES
SUGAR FREE, SWEETENED, HYDROLYZED CREATINE

5g PER GUMMY | 100 GUMMIES

FORCE FACTOR [View](#)

Creatine Monohydrate Gummies

7.63 GOOD

Servings	Price/serv	From	Format
30	\$1.00	\$29.99	Gummy



What We Found: Test Results

Here are the 11 products we purchased and tested, based on their intersection of popularity and affordability on SuppCo. *These results reflect only the specific product batches we tested and may not be representative of all products from these manufacturers.*

Brand	SuppCo TrustScore	TrustScore Rating	Result for Identity & Potency Test
POWDERS	Sports Research	8.94	VERY GOOD PASSED
	Nutricost	8.56	VERY GOOD PASSED
	Bulk Supplements	8.19	VERY GOOD PASSED
	NatureBell	6.00	OKAY PASSED
	Jocko Fuel	5.75	POOR PASSED
	Create	7.63	GOOD PASSED
GUMMIES	Force Factor	7.63	GOOD PASSED
	EcoWise	6.44	OKAY FAILED
	Happyummmm	4.50	POOR FAILED
	Vidabotan	4.50	POOR FAILED
	DivinusLabs	4.00	POOR FAILED

We're happy to report that **most of the products tested showed no issues with heavy metals.** This was true for all powders and all but one of the gummies (EcoWise did exceed Prop 65's daily lead intake limit of 0.5 micrograms per day at 0.99 microgram/ serving).

While metals were generally fine, with the exception of one of the gummies, that trend unfortunately did not hold true for the identity testing.

Creatine powders performed strongly and fully passed, but **creatine gummies performed terribly: 4 out of 6 completely failing creatine identity and potency testing.**



Creatine Powders: Consistently Strong Results

The creatine monohydrate powders we tested were all on point. Most hit their claimed 5-gram dose with high purity, minimal degradation, and tight quality control.

Here's the breakdown:

Brand (Powders)	Creatine/ Serving (On Label)	Creatine Volume/ Serving (Actual)	Creatine % /Serving (Actual)	Creatinine (ppm)	Testing Result
Sports Research	5g	5.16g	103.2%	< 1	PASSED
Bulk Supplements	5g	4.93g	98.6%	43	PASSED*
Nutricost	5g	4.91g	98.1%	46	PASSED*
NatureBell	5g	5.06g	101.2%	40	PASSED
Jocko Fuel	5g	5.00g	100.0%	28	PASSED
*Manufacturing within 2% of the full serving amount is generally acceptable in supplement manufacturing					

These results show exactly what you want to see from a powder: ~5 grams of creatine per serving, near 100% purity, and very low levels of creatinine, all well below the 500 ppm limit set by the USP.

These results also support the credibility and quality of several popular low-cost brands that users ask SuppCo about all the time.

Bulk Supplements produces the third-most popular creatine amongst SuppCo users, and is the most affordable of any creatine with a TrustScore above 8.0, coming in at \$0.15 per serving.

Nutricost produces the fourth-most popular creatine amongst SuppCo users. At \$0.37 per serving, their product is the most affordable to use the trademarked *Creapure* ingredient from Germany and have a TrustScore above 8.0.

Supplement users are naturally both drawn to and skeptical about affordable, high-quality supplements. It is encouraging to see these popular brands pass testing with flying colors.



Creatine Gummies: 4 Massive Failures

Creatine gummies are growing in popularity, especially for people who don't like mixing powders or want something portable. But gummies are tricky, they require additional sugar, binders, flavor systems, stabilizers, and other components that powders don't, which typically take up more space in the formula than the active ingredient creatine itself.

When you look at the test results for a creatine gummy, what you're looking for is the creatine per serving to match the label's serving size, and for the creatine percentage of each individual gummy to land somewhere in the 25-40% range (with the majority of the gummy being the inactive ingredients).

The popular candy-like format of gummies also makes what's in them a black box in many cases, and a notorious category for low quality standards in the supplement industry.

All creatine gummies we tested were bestsellers on Amazon.com, and four of the six failed our testing spectacularly, with almost no creatine whatsoever in them. Only two creatine gummies stood out as real.

Brand (Gummies)	Creatine/ Serving (On Label)	Creatine Volume/ Serving (Actual)	Creatine % /Serving (Actual)	Creatinine (ppm)	Testing Result
Create	4.5g (3 gummy serving)	4.59g	102.00%	7,300	PASSED
Force Factor	5g (5 gummy serving)	6.3g	126.00%	10,000	PASSED
EcoWise	5g (4 gummy serving)	0.00g	0.00%	0	FAILED
Happyummmm	5g (2 gummy serving)	0.005g	0.09%	920	FAILED
Vidabotan	5g (4 gummy serving)	0.00g	0.00%	0	FAILED
DivinusLabs	5g (4 gummy serving)	0.025g	0.50%	12,000	FAILED

Unpacking the Gummy Results

These numbers tell two important stories:

① “Fairy dusting” is real, but the creatine isn’t.

Two of the gummies contained almost no creatine per serving, just 0.005 g / serving (Happyummmm) and 0.025 g / serving (DivinusLabs). This is far below any effective dose and would not move the needle for users at all. This is a textbook case of label dressing, where the ingredient is present just so it can be listed, not because it’s intended to deliver a benefit.

To put this in context, in order to get a proper 5 g dose of creatine, you would need to eat 800 gummies from DivinusLabs and a whopping 2,000 gummies from Happyummmm.

But what’s worse is that EcoWise and Vidabotan contained literally **ZERO** creatine monohydrate. These products simply did not contain the active ingredient that buyers purchased.

② Force Factor and Create stand out as the only two real gummies we tested.

While it had a higher creatinine level (more on that shortly), Force Factor delivered a meaningful dose of creatine, **6.3 grams per serving, exceeding its label claim of 5 grams per serving**. which suggests the weight of the creatine was greater than the gummy itself. That might seem odd, but many quality supplement producers typically include an overage allotment in their production plan to ensure that they are never below their label serving allotment.

Create also tested well, providing 4.59g per serving (**102% of the listed amount**). While they have a lower amount of creatine per serving compared to other brands, they also only require 3 gummies, compared to the 5 required by Force Factor.

Creatine Gummies: The Issues Go Deep

Let's dig deeper into the creatine gummy scandal. On the SuppCo platform, Create (who passed with flying colors) is the most popular creatine gummy.

However, Happyummm, with its 0.005 grams of creatine, is the 2nd most popular, followed closely by EcoWise in 4th, with exactly 0% creatine. So the #2 and #4 creatine gummies tracked on our platform have zero creatine.

These are not just products being sold to a few people to make a quick buck. **These products are POPULAR.**

Take Happyummm for example. Not only do they fail to actually provide creatine in their products, **they sold over 30 thousand units on Amazon.com in the past month!** Over 30k people have purchased a completely creatine-free product without knowing it.



Creatine Monohydrate Gummies
5000mg for Men & Women, Chewables
Creatine Monohydrate for Muscle
Strength, Muscle Builder, Energy Boost,
Pre-Workout Supplement(90 Count)-
Strawberry.

Brand: [Happyummm](#)

4.4 ★★★★★ (1,652) | [Search this page](#)

Amazon's Choice Overall Pick

30K+ bought in past month

\$18⁹⁷ (\$0.21 / count)

Two-Day

[Redeem](#) [Save 10%](#) with brand promotion M8PIVHJDKVYT

[Shop items >](#)

With Amazon Business, you would have saved \$233.55 in the last year. [Create a free account](#) and **save up to 10%** today.

Thank you for being a Prime Member. Pay \$18.97 **\$0.00** for this order; **get a \$200 Amazon Gift Card** upon approval for the Amazon Business Prime Card. Terms apply. [Learn more](#)

The Failures Are Amazon Best-Sellers

But what about the other gummies that failed testing and users believe are the real thing? Here is how they breakdown on Amazon.



Creatine Monohydrate Gummies 5g (5000mg) for Men & Women - 120 Count, Sugar-Free Creatine Pre Workout Chews For Energy Boost, Creatine Supplement For Building Muscle and Strength, Vegan, Non-GMO

Visit the DivinusLab Store
4.7 ★★★★★ (1,205) | Search this page
10K+ bought in past month

-28% \$25⁶⁵ (\$0.21 / Count)
List Price: \$55.99

DivinusLabs

Over 10k purchased in the last month.



Creatine Monohydrate Gummies 5000 mg, Strawberry Flavor, 120 Sugar-Free Vegan Chews, Creatine Supplement for Daily Routine

Visit the EcoWise Wellness Store
4.5 ★★★★★ (512) | Search this page
Amazon's Choice

9K+ bought in past month

\$36⁹⁷ (\$0.31 / count)

EcoWise

Over 9k purchased in the last month



Sugar Free Creatine Monohydrate Gummies for Men & Women-5g of Creatine Monohydrate per Serving- with L-Taurine, Alpha GPC, Betaine Anhydrous, Natural Blueberry Flavor, 120 Count

Visit the vidabotan Store
4.3 ★★★★★ (463) | Search this page
2K+ bought in past month

-10% \$34¹⁹ (\$0.28 / Count)
One-Time Price: \$57.99

Vidabotan

Over 2k purchased in the last month.

Combined, we are talking about over 50k creatine gummy bottles purchased based on public Amazon.com data from these brands in the last month alone.

Another thing worth noticing is the product ratings. All of the failing gummies meaningfully higher reviews than the real gummies.

There's a reason for this. Creatine doesn't taste amazing, and in a gummy you're literally chewing it. If you dig into the user reviews for the real creatine gummies, many of them get rated poorly for their flavor, while the failing creatine gummies all have strong reviews for their sweet fruity flavor profile.

Force Factor's real gummy has a rating of 4.3 (the bottom end of the range for the failing ones), and Create's real gummy has a rating of 3.8. The data raises this obvious question: if a creatine gummy tastes too good to be true, could it be?

Turns out you really can't have your creatine gummy and eat it too.



High Creatinine Levels in Real and Failing Gummies: What That Means

All three gummy products showed elevated levels of creatinine, the primary breakdown product of creatine. In powders, creatinine levels were under 50 ppm — a sign that the creatine was fresh, stable, and properly handled.

But in the gummies, creatinine levels were drastically higher:

DivinusLabs: 12,000 ppm, equivalent to 70 milligrams

Force Factor: 10,000 ppm, equivalent to 60 milligrams

Happyummmm: 920 ppm, equivalent to 5 milligrams

To understand how high these numbers are, let's look at some industry benchmarks:

The **United States Pharmacopeia (USP)** monograph for creatine monohydrate sets a limit of **500 ppm** (or 0.05%) for creatinine in raw powder.

The **European Food Safety Authority (EFSA)** considers <1,000 ppm creatinine to be typical of high-quality creatine, with most products falling below 500 ppm.

Independent testers like **ConsumerLab** and **Labdoor** also typically flag anything over 1,000 ppm as a quality concern.

So when we see creatinine levels of 10,000 from Force Factor or 12,000 ppm from DivinusLabs — that's **20 to 24 times** higher than the USP limit. Even the lowest gummy in our test, Happyummmm, came in almost **double** the acceptable threshold.

Creatinine levels need to be viewed in context when they're measured relative to total creatine content. In products like DivinusLabs and Happyummmm, where actual creatine levels were extremely low, the elevated creatinine is less concerning. In fact, both had more creatinine than creatine, but together still made up less than 1.5% of the 5-gram dose claimed on their labels.

Now, creatinine at these levels isn't toxic, but it's a yellow flag. In a case like Force Factor's gummy, it usually means some creatine degraded during processing, likely from heat, moisture, acidic pH, or long storage times. And the gummy format makes this kind of breakdown more likely.

This doesn't mean gummies can't be effective, but the elevated creatinine is something to watch. It suggests a tradeoff in stability that may come with this delivery format.



Reviewing the Correlation Between TrustScores and Creatine Test Results

At SuppCo, we talk a lot about TrustScore, our proprietary rating system that scores brands and products on a 10-point scale based on their ability to deliver against 29 key quality attributes.

What Goes into a Score?

All the creatines we tested were meticulously examined by our team by the following criteria:



Manufacturing Standards

Manufacturing standards analyzed to ensure that a dietary supplement meets brand specifications and adheres to federal safety and quality regulations.



Brand Certifications

Third-party certifications designed to verify that a brand meets a stringent and standardized set of quality requirements based on independent testing and evaluation of its finished products.



Product Certifications

Third-party certifications aggregated to verify if a products meet a stringent set of testing or quality standards from certifications such as NSF Certified for Sport, USDA Organic and more.



Product Quality Indicators

Product quality indicators highlighting areas where a supplement's ingredients may surpass standard regulations to ensure high quality, even in the absence of third-party certification.



Testing Benchmarks

Testing benchmarks denoting if a brand performs cGMP required testing and if it may follow non-compulsory standards such as testing at an ISO 17025 accredited lab and publishing COAs.



Technical Innovation

Innovation criteria designed to check if a brand backs up the scientific validity and efficacy of its products by performing clinical studies or including doctors and scientists on its leadership team.



What Did Low TrustScores Say About The Failing Gummies?

While many creatine powders deliver the expected 5g dose and pass third-party testing for identity and purity, their **TrustScores reveal meaningful differences** in how these products are made, documented, and presented to the public.

This is where SuppCo's TrustScore becomes essential. It doesn't just reward brands for having an unadulterated product, it pushes them to go further, highlighting those who take the extra steps to operate transparently, invest in manufacturing excellence, and pursue third-party certifications.

Brand	SuppCo Trust Score	SuppCo Rating	Identity & Potency Test
Create	7.63	GOOD	PASSED
Force Factor	7.63	GOOD	PASSED
GUMMIES	EcoWise	OKAY	FAILED
	Happyummmm	POOR →	FAILED
	Vidabotan	POOR →	FAILED
	DivinusLabs	POOR →	FAILED

Products like **Sports Research**, **BulkSupplements** and **Nutricost** earned high TrustScores not just because their powders met basic quality standards, but because they have real certifications and provide clear visibility into their processes.

When it comes to the gummies, low TrustScores and failing products had a very strong correlation. The 4 gummies that failed (**EcoWise**, **Happyummmm**, **Vidabotan**, & **DivinusLabs**) all had very low scores on the SuppCo platform.

In contrast, the 2 gummy products that passed (**Create** & **Force Factor**) had good TrustScore ratings based on strong testing and ingredient standards.

When supplement companies do things right, they should be rewarded. Transparency, honesty, and quality are far too uncommon in the supplement industry and the SuppCo TrustScore exists to highlight strong quality standards.



Where We Go From Here

This creatine testing report marks the first chapter in a much bigger effort at SuppCo.

Our goal is simple: **bring more transparency to supplements.** We want to cut through the marketing, test what's actually inside the products people are using, and highlight the brands that are doing it right.

This isn't a "gotcha" game. If anything, it's the opposite. We're here to give credit where it's due and raise the bar in an industry that doesn't always reward quality and consistency.

Some key takeaways from this first round:

- ① **Creatine powders are in a good place.** Every brand we tested nailed the basics, strong doses, high purity, and low degradation. That's great news for users sticking with the tried-and-true scoop.
- ② **Creatine gummies are less reliable.** The format clearly brings challenges, even when there is an honest dose delivered. Some products delivered almost no creatine at all, while others delivered a solid dose but with signs of breakdown. Stability, not just flavor, will need to be a focus going forward.
- ③ **There were no heavy metal issues,** which is encouraging and something we'll continue to track in future rounds.

We're already planning the next wave of testing, and it won't stop with creatine. Our process will stay the same: fully independent lab testing, no brand influence, and data that speaks for itself.

Stay tuned. This is just the beginning.

Jordan Glenn, PhD
Head of Science, SuppCo



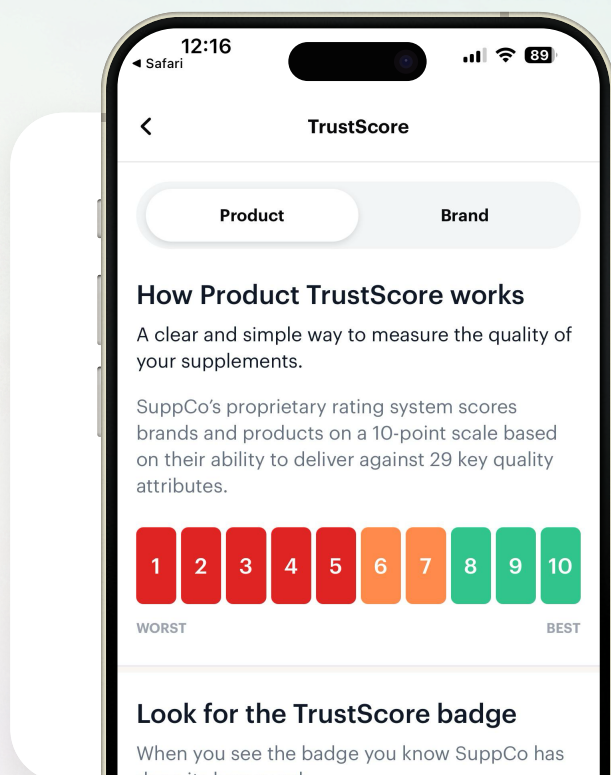


Let's Make Sense of Supplements

If you found this report helpful, there's a lot more waiting for you inside the SuppCo app.

We built SuppCo to help you manage every part of your supplement routine. From searchable TrustScores for over 20k products, to a personalized analysis of your stack, to Expert Protocols from Dr. Mark Hyman, Dr. Robin Berzin and more, SuppCo is designed to help you get better outcomes from your supplements.

Whether you're just getting started with creatine or want to explore other supplements that fit your goals, the SuppCo app gives you science-backed guidance and data without the hype.



SuppCo is free and packed with tools to help you cut through the noise.

[Download the App](#)