



SuppCo Tested: Let's Make Sense of Supplements

ISSUE 03: UROLITHIN A

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The *SuppCo Tested* Program

At SuppCo, we believe the supplement industry needs more truth and less blind trust. That's why we created [SuppCo Tested](#), a fully independent, unsponsored testing initiative designed to bring real transparency to a space flooded with hype, quality issues, and often raising more questions than they answer.

This is our third edition of *SuppCo Tested*. We began with [creatine](#), a staple in sports nutrition, growing appeal beyond the gym. Then came [NAD⁺](#), one of the most confusing and “hyped” compounds in the longevity world. Both reports reached hundreds of thousands of readers and generated real impact, sparking discussion across Reddit, TikTok, Instagram, LinkedIn, and YouTube. **We have even prompted some brands to reformulate or clarify their processes.**

But the impact didn't stop there.

This program has changed the way I personally approach supplements, and how my family does, too. Like many of you, I used to rely on reputation, reviews, or trusted recommendations when choosing a product. But once we started putting these products through rigorous testing, it became clear how unreliable that approach can be. **Now, every supplement in our household has to meet a new bar**, not just for what it promises, but for what it actually delivers. That shift has made me more cautious, but also more confident when something *does* pass the test.

We created *SuppCo Tested* because we want that same level of clarity for everyone. Whether you're a health optimizer, a parent looking for better energy (like me), or just someone trying to cut through the marketing noise, this report is for you.

And this time, we're turning our attention to **Urolithin A**, a rising star compound in the world of mitochondrial health and cellular repair. It's expensive to produce, increasingly promoted by biohackers and wellness brands, and often misunderstood by consumers. That's the exact combination we look for when deciding what to test next.

As always, let's bring transparency to the supplement industry.

Jordan Glenn, PhD
[SuppCo Head of Science](#)





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Urolithin A: What It Is, How It Works, Why It Matters

[Urolithin A](#) is one of the most promising emerging compounds in the world of cellular health, and yet, many people have never heard of it.

Unlike vitamins or minerals that are directly consumed in the diet, Urolithin A is a **postbiotic**, a compound your body can produce, but only if you eat certain foods and have the right gut bacteria. Specifically, Urolithin A is created when microbes in the colon metabolize polyphenols like ellagitannins, which are found in foods such as pomegranates, berries, and walnuts.

The catch? Not everyone produces it. In fact, studies suggest that **up to 60% of people don't naturally make any Urolithin A at all**, due to differences in gut microbiome composition. That's where supplementation comes in.

What makes Urolithin A special is its ability to activate a process called **mitophagy**, a form of cellular recycling that clears out damaged mitochondria, the energy-producing engines inside your cells. Over time, our mitochondria become less efficient due to aging, stress, or disease. Urolithin A helps rejuvenate this system, improving mitochondrial function and potentially restoring cellular energy capacity.

In animal studies, Urolithin A has been shown to extend lifespan, improve endurance, and enhance muscle function. And in human studies, though more limited, we're beginning to see positive signals for mitochondrial health, fatigue reduction, and even biomarkers tied to aging.

For that reason, Urolithin A has rapidly gained traction in the longevity and biohacking space, promoted by leading scientists and startup brands as a tool for supporting energy, muscle performance, and age-related cellular and muscular decline.

But as interest grows, so does the need for scrutiny. This is a compound with **expensive manufacturing, limited** suppliers, and a growing number of new brands entering the market chasing the trend. And when that happens, corners are often cut.

That's why we put Urolithin A to the test.



Urolithin A: Benefits, Form

Urolithin A isn't your average supplement, it sits at the intersection of gut health, mitochondrial biology, and longevity science. And while the research is still growing, early findings are promising.

Potential Benefits

Here's what current human and animal studies suggest Urolithin A may help with:

Mitochondrial Function: Its most well-documented effect is on mitophagy, the process that helps clear out damaged mitochondria. This can improve how efficiently your cells generate energy.

Muscle Endurance and Strength: In clinical trials, older adults taking Urolithin A showed improved walking distance and leg strength, suggesting better muscle performance.

Cellular Aging: Some data suggests Urolithin A may reduce biomarkers linked to inflammation and aging, although long-term effects are still being studied.

Cognitive and Cardiovascular Health: Preclinical research points to benefits in brain and heart tissue, but these areas are far less studied in humans.

While we always approach early-stage claims cautiously, Urolithin A is showing real potential in domains where energy, aging, and mitochondrial resilience intersect.

Trademarked Form

The most clinically studied form of Urolithin A to date is **Mitopure®**, a patented ingredient developed by the Swiss life sciences company Amazentis, the parent company of the **Timeline** brand. Mitopure® has been the focus of several peer-reviewed human trials showing potential benefits for muscle strength, endurance, and mitochondrial function, particularly in older adults.

While Mitopure® is featured in Timeline's own product line, it is **not exclusive to Timeline**. The ingredient is also licensed to other supplement brands, allowing broader access to the same clinically tested form of Urolithin A. That said, most products on the market do not contain Mitopure®, and many that reference Urolithin A do not disclose sourcing or clinical validation. For consumers looking for consistent quality and proven bioavailability, **the presence (or absence) of Mitopure® can be a meaningful distinction.**



Urolithin A: Dosage, Safety

Dosing Considerations

As noted, the most studied form of Urolithin A is **Mitopure®**, a patented version used in multiple clinical trials. These studies generally use doses between **250 mg and 500 mg per day**. There is some evidence suggesting a dose-response relationship (increased benefits at higher doses), but this hasn't been thoroughly validated across populations.

Most high-quality products use 250 mg or 500 mg as their standard daily dose. Products advertising doses far above this range should be **approached cautiously**, especially if they come with a subsequent low price tag.

Safety Profile

So far, Urolithin A appears to be well tolerated in human studies. Reported side effects are rare and typically mild, things like nausea or stomach discomfort, and usually only at higher doses. No serious adverse effects have been reported in clinical trials at standard dosing levels.

That said, long-term data is still limited. Urolithin A has only been studied in humans for a few years, so we don't yet know the full picture of daily use over decades. As with all emerging compounds, we recommend approaching new formulations with care and sticking to brands that align with validated dosing and quality controls.



DID YOU KNOW

Pomegranates are the main source of **Urolithin A** in food.



What We Tested, and What We Found

We selected 10 of the most popular Urolithin A supplements available online, focusing on products with high visibility, rapid sales growth, or aggressive claims around mitochondrial health, energy, and aging.

Each product was purchased anonymously, either through the brand's official Amazon storefront or their direct-to-consumer website. We avoid third-party sellers to minimize the risk of counterfeit or mishandled inventory. All purchases were logged, with lot numbers and full documentation, before being submitted for analysis.

Testing was conducted by an **ISO 17025-certified third-party laboratory**, and all supplements were tested **twice** for consistency, especially in cases where a product did not meet label claims on the first pass.

What We Looked For:

We focused on three core quality markers:

Urolithin A Per Serving (mg): The actual amount measured in each serving.

Percent of Label Claim (%): How much Urolithin A was present compared to what the label promised

Heavy Metals (µg/serving): Levels of lead, mercury, cadmium, and arsenic compared to California Prop 65 limits

A product passed if it contained **at least 95%** of its labeled Urolithin A dose




So What Did We Find?

As with our Creatine and NAD⁺ testing series, the Urolithin A results both surprised and disappointed us.

Six out of the 10 products we tested **failed to meet their label claims**, with several containing **virtually no Urolithin A at all**, despite advertising doses as high as 2,000 mg per serving.

One of the most eye-catching failures came from brands positioning themselves as premium longevity solutions, yet delivering just **0.01% of the listed Urolithin A**. That's not a typo, it's one milligram of active ingredient for every 10,000 milligrams claimed. Just enough to pass a simple identity test.

These results were consistent across duplicate tests, eliminating concerns around lab error.

 Product	Urolithin A Label (mg)	Urolithin A Actual (mg)	% of Label Claim	Testing Result*
CodeAge: Liposomal Urolithin A Capsules	500	660.94	132.19%	PASSED
Timeline: Mitopure Urolithin A	500	602.41	120.48%	PASSED
Pure Encapsulations: Renewal	250	283.07	113.23%	PASSED
Neurogan Health: Pro+ Urolithin A	1,000	1097.82	109.78%	PASSED
PureHealth Max: Urolithin A+	500	10.4	2.08%	FAILED
Pepeior: Urolithin A 3-in-1 Proprietary Blend 2000MG	1,000	0.22	0.02%	FAILED
Migcopat: NAD+ Urolithin A	300	0.22	0.07%	FAILED
Sundhedsliv: Urolithin A 1500mg	1,000	0.14	0.01%	FAILED
Totaria Health: Urolithin A NAD+ CoQ10 Resveratrol PQQ	1,000	0.12	0.01%	FAILED
CystoRebalance: Urolithin A	2,000	0.1	0.01%	FAILED

**These findings represent our testing of specific product batches and should not be interpreted as applying to all products from these manufacturers*



Watch Before You Buy: Red Flags for Urolithin A Shoppers

While a few brands got it right, our testing uncovered major inconsistencies in Urolithin A quality, especially among brands making bold claims, using scientific buzzwords, or offering high doses at unusually low prices. What's worse, some of the clearest failures in our testing dominate Amazon search results and look, on the surface, like premium products.

Here are three patterns every consumer should know about.

Four Failures from “Amazon’s Choice” Products

Of the six products that **failed** our testing, **four were listed as “Amazon’s Choice.”** In contrast, just one of the four **passing** products held the same label.

According to [Amazon](#), “Amazon’s Choice” products are “*highly rated, well-priced, and available to ship immediately.*” They’re also said to be returned less frequently than alternatives. Unfortunately, some of these “Amazon’s Choice” supplements contained **less than 1% of the Urolithin A claimed on the label.**

Amazon doesn’t disclose the exact criteria behind its “Amazon’s Choice” designation, but industry analyses suggest its algorithm is heavily influenced by **click-through rate, conversion rate, customer reviews, and competitive pricing.** While these engagement metrics may work well for tech gadgets or kitchenware, they can create issues when applied to **supplements.**

The problem? **Higher-quality, clinically validated products, especially those with premium ingredients like Urolithin A, are usually expensive,** which naturally results in lower click-through and conversion rates. They’re also more likely to attract discerning customers who leave in-depth, critical reviews. Meanwhile, low-cost products with flashy labels and inflated claims may be more likely to earn the “Amazon’s Choice” badge.

This dynamic creates a self-reinforcing cycle: potentially lower quality products at low price points receive the badge because of:



This doesn’t happen because the products necessarily work, but because they’re cheap and easier to buy. It can be a **race to the bottom** that rewards visibility over validity.

We may never fully understand the algorithm, but one thing that is clear is that it does not have a correlation with how products will perform on randomized third-party tests.




The “Too Good to Be True” Price Tag

Urolithin A is very expensive to produce, and that’s reflected in the pricing of legitimate products. Among the four brands that passed our testing, **the average price for a 60-day supply was \$98**, with top-tier products like **Timeline’s Mitopure reaching \$125**.

By contrast, the six failing products averaged **just under \$31** for the same supply duration, **less than half the cost** of their higher-quality counterparts.

This represents over a 3x difference in cost between the passing and failing products.

It’s tempting to view that as a steal. But in this case, **you’re not getting a deal, you’re getting nothing**. When products with rock-bottom prices also deliver near-zero active ingredients, the low cost becomes a red flag, not a selling point.

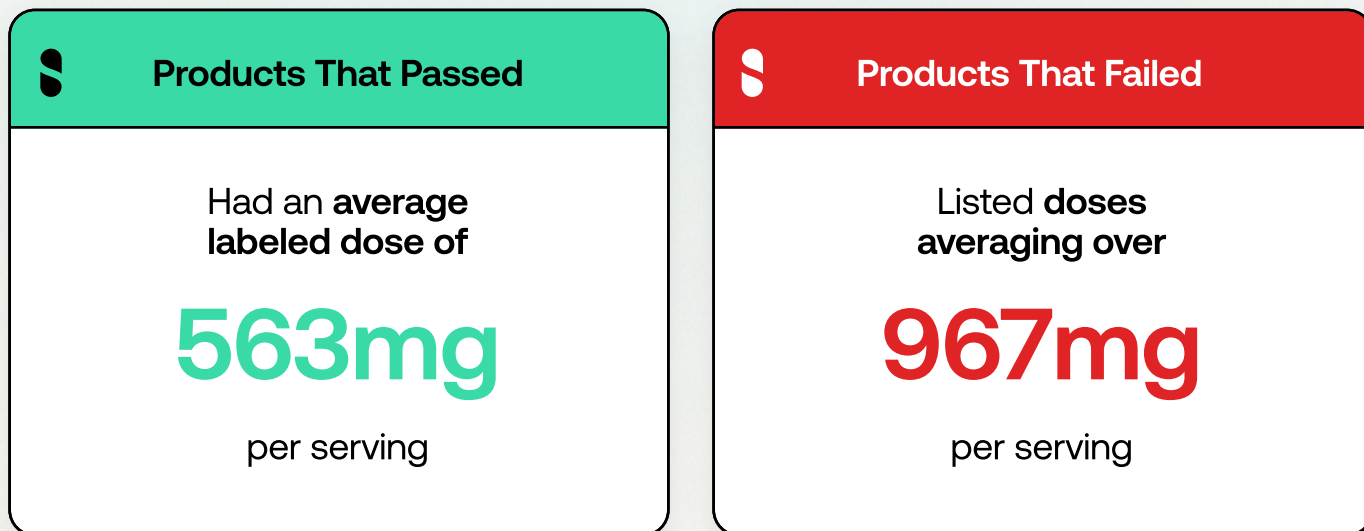
	Product Name	Price (One-Time Purchase)	Testing Result
	CodeAge: Liposomal Urolithin A Capsules	\$99.99	PASSED
	Timeline: Mitopure Urolithin A	\$125.00	PASSED
	Pure Encapsulations: Renual	\$73.00	PASSED
	Neurogan Health: Pro+ Urolithin A	\$95.95	PASSED
AVERAGE PRICE FOR PASSING PRODUCTS: \$98.49			
	PureHealth Max: Urolithin A+	\$59.95	FAILED
	Pepeior: Urolithin A 3-in-1 Proprietary Blend 2000MG	\$29.99	FAILED
	Migcopat: NAD+ Urolithin A	\$19.98	FAILED
	Sundhedsliv: Urolithin A 1500mg	\$21.99	FAILED
	Totaria Health: Urolithin A NAD+ CoQ10 Resveratrol PQQ	\$28.99	FAILED
	CystoRebalance: Urolithin A	\$24.99	FAILED
AVERAGE PRICE FOR FAILING PRODUCTS: \$30.98			

Note. All pricing data are sourced from JungleScout (junglescout.com) as of July, 2025



Dosage Claim Issues

Another troubling trend? Several of the worst-performing products were also the ones with the boldest claims and highest listed dosages. When we investigate the dosing listed on our tested products, a clear pattern emerges. Brands that failed had consistently higher labeled recommended doses than their passing counterparts:



While listing much higher promised amounts, 5 out of 6 of these failing brands delivered less than 1 mg of actual Urolithin A, equivalent to less than 0.1% of what they promised.

These products aren't just underdosing, they're **completely missing the active ingredient**. And because Urolithin A is expensive to manufacture, that's a major red flag. The data clearly shows that the companies we tested that listed oversized doses, presumably to attract consumers, had almost zero Urolithin A in their products.

This isn't just a labeling issue, it's a trust issue.

What's more, **some of the worst failures are bestsellers**, with thousands of verified purchases and flashy marketing across Amazon. Without lab testing, there would be no obvious way for consumers to detect the problem. The packaging looks credible. The reviews are strong. But the data tells a different story.



Heavy Metals: Understanding Prop 65 and What We Found

When evaluating supplement quality, it's not enough to ask *"Is the active ingredient there?"* We also have to ask *"What else is in this capsule that shouldn't be?"*

That's why every SuppCo Tested evaluation includes **heavy metals screening**.

As part of our quality assurance process, we tested each Urolithin A product for the presence of four heavy metals: lead, arsenic, cadmium, and mercury. These contaminants can enter supplements through environmental exposure, low-grade raw materials, or manufacturing shortcuts, and they can pose long-term risks when taken daily.

We evaluated results using California's Prop 65 limits, which are among the most conservative in the world. While these thresholds are not always indicative of acute harm, they're designed to account for cumulative exposure over time, especially in products intended for chronic use.

What Is Prop 65?

California's **Proposition 65** (formally: the Safe Drinking Water and Toxic Enforcement Act of 1986) sets some of the strictest exposure limits in the world for substances linked to cancer, birth defects, and reproductive harm.

For supplements, the four most critical heavy metals regulated under Prop 65 are:

Lead (0.5 µg/day)

Arsenic (10 µg/day)

Cadmium (4.1 µg/day)

Mercury (0.3 µg/day)

These contaminants can show up due to poor-quality raw materials, contaminated growing environments, or lapses in manufacturing practices. While small amounts may occur naturally, **Prop 65 limits are intentionally conservative** to protect long-term health, especially for products intended for daily use.

What This Means for Consumers

Prop 65 is a powerful consumer protection law, but it's also **highly conservative**. A product can exceed a Prop 65 limit without being dangerous, and staying below the limit doesn't guarantee perfection, but it **does** mean a product clears one of the strictest regulatory bars in the world.


In this case, **Urolithin A products in our testing did not pose meaningful heavy metal risks at the doses reported.**

That's reassuring, especially for ingredients intended to be taken every day.



A Clean Picture Emerges

None of the 10 tested products exceeded Prop 65 daily limits for any of the four metals. In fact, most had heavy metal levels well below thresholds, with several registering virtually zero per serving.

 Product	Test Results (Based on Prop 65 Limits)			
	Lead	Mercury	Cadmium	Arsenic
CodeAge: Liposomal Urolithin A Capsules	PASSED	PASSED	PASSED	PASSED
Timeline: Mitopure Urolithin A	PASSED	PASSED	PASSED	PASSED
Pure Encapsulations: Renual	PASSED	PASSED	PASSED	PASSED
Neurogan Health: Pro+ Urolithin A	PASSED	PASSED	PASSED	PASSED
PureHealth Max: Urolithin A+	PASSED	PASSED	PASSED	PASSED
Pepeior: Urolithin A 3-in-1 Proprietary Blend 2000MG	PASSED	PASSED	PASSED	PASSED
Migcopat: NAD+ Urolithin A	PASSED	PASSED	PASSED	PASSED
Sundhedsliv: Urolithin A 1500mg	PASSED	PASSED	PASSED	PASSED
Totaria Health: Urolithin A NAD+ CoQ10 Resveratrol PQQ	PASSED	PASSED	PASSED	PASSED
CystoRebalance: Urolithin A	PASSED	PASSED	PASSED	PASSED
Note. None of the heavy metals exceeded the thresholds as stated by Prop 65 standards.				



Reviewing the Correlation Between TrustScore and Urolithin A Results

At SuppCo, we've built our **TrustScore system** to help users evaluate supplements even before lab data is available. TrustScore is a proprietary 10-point rating based on 29 detailed quality indicators, from transparency and testing practices to certifications, manufacturing standards, and company reputation.


While TrustScore is not based on chemical testing, it often reveals broader patterns about brand integrity and formulation quality. And once again, the Urolithin A results support that idea.

Products that **PASSED** had higher TrustScores, averaging

8.49

Products that **FAILED** had significantly lower TrustScores, averaging

5.20

 Product	TrustScore	SuppCo Tested Outcome
Timeline: Mitopure Urolithin A	10.00	PASSED
CodeAge: Liposomal Urolithin A Capsules ⁺	8.38	PASSED
Pure Encapsulations: Renual	9.56	PASSED
Neurogan Health: Pro+ Urolithin A	6.00	PASSED
CystoRebalance: Urolithin A	5.44	FAILED
PureHealth Max: Urolithin A+	4.44	FAILED
Migcopat: NAD+ Urolithin A	6.00	FAILED
Sundhedsliv: Urolithin A 1500mg	5.13	FAILED
Pepeior: Urolithin A 3-in-1 Proprietary Blend 2000MG	4.38	FAILED
Totaria Health: Urolithin A NAD+ CoQ10 Resveratrol PQQ	5.81	FAILED

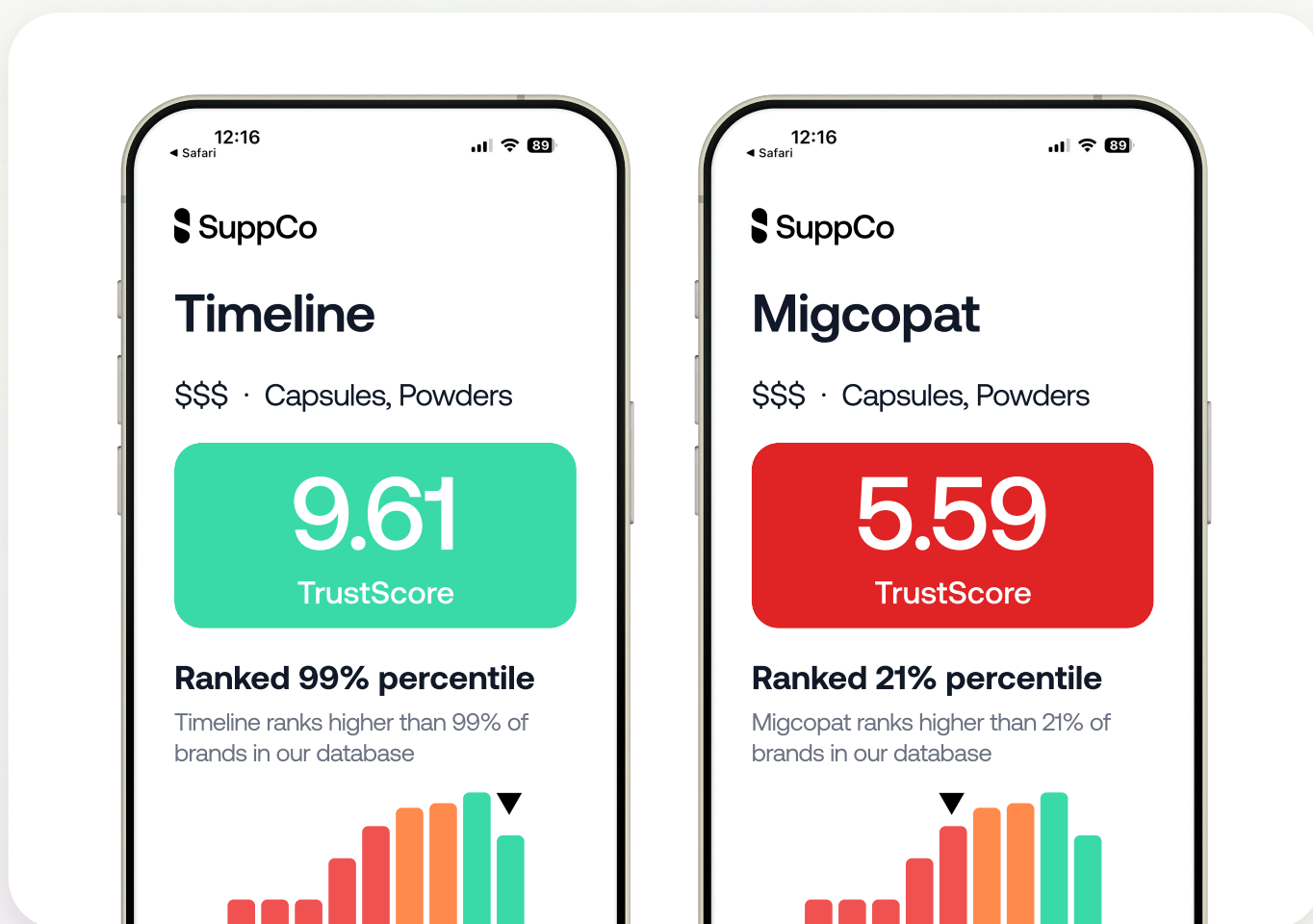


Reviewing the Correlation Between TrustScore and Urolithin A Results

This pattern reinforces what we've seen across other ingredient categories: **brands that invest in transparent, evidence-based practices tend to score higher, and perform better in lab testing.**

While TrustScore alone isn't a guarantee of potency, it's a useful early signal of product quality, especially for newer compounds like Urolithin A that are expensive, hyped, and not widely understood.

Furthermore, keeping consistent with what we saw in our creatine and NAD+ testing, nothing with a TrustScore of 8 or higher failed our testing. We'll continue refining and validating this system, but early signs remain strong: **when a product has a high TrustScore, it's far more likely to be worth your trust.**





Where We Go From Here

When we launched SuppCo Tested, we didn't know how far it would reach. But since our first Creatine report and the follow-up on NAD⁺, the response has been overwhelming.

Those two reports alone have been viewed by **thousands of consumers**, sparked discussion across Reddit, TikTok, and the functional medicine space, and have directly influenced how supplements are bought, sold, and formulated. In just the past year, SuppCo has grown from a product ratings platform to a trusted authority in supplement integrity, and these reports are a part of the reason why.

And the ripple effects are real.

Several SKUs have been pulled from major retailers after failing SuppCo Tested evaluations.

Multiple companies have reformulated products following our findings to meet label claims and lower contaminant levels.

Brands are reaching out to be included in our testing, and while we don't accept testing requests (to maintain our independence), we appreciate the validation and growing respect for this work.

SuppCo charts and test tables are now showing up in Amazon customer reviews, as users cite our reports to call out poor-performing products directly on the product pages themselves.

It's clear: *SuppCo Tested is making waves in the supplement industry.*

We didn't create this program to attack brands, we created it to raise the bar. And that's exactly what's happening. As transparency improves, consumers get safer, more effective products, and the companies doing things right finally get the recognition they deserve.

The road ahead is long. There are still categories filled with misinformation, inflated claims, and inconsistent quality. But with every new ingredient we test, and every consumer we help make a smarter decision, we're one step closer to a supplement market built on data, not deception.

We're already deep into our next batch of testing.

Stay tuned.

Jordan Glenn, PhD

[SuppCo Head of Science](#)





Let's Make Sense of Supplements

If you found this report helpful, there's a lot more waiting for you inside the SuppCo app. From TrustScores for over 20k rated products that you can search by nutrient, 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 make smarter, more confident health decisions.

Did you know? SuppCo just launched Pro, our premium subscription opportunity. SuppCo Pro gives users more tools and deeper personalization than ever to help them optimize their supplement stack. We're launching tools to create your own personalized supplement plan, and to optimize your product quality, as well as special Pro user perks and access.

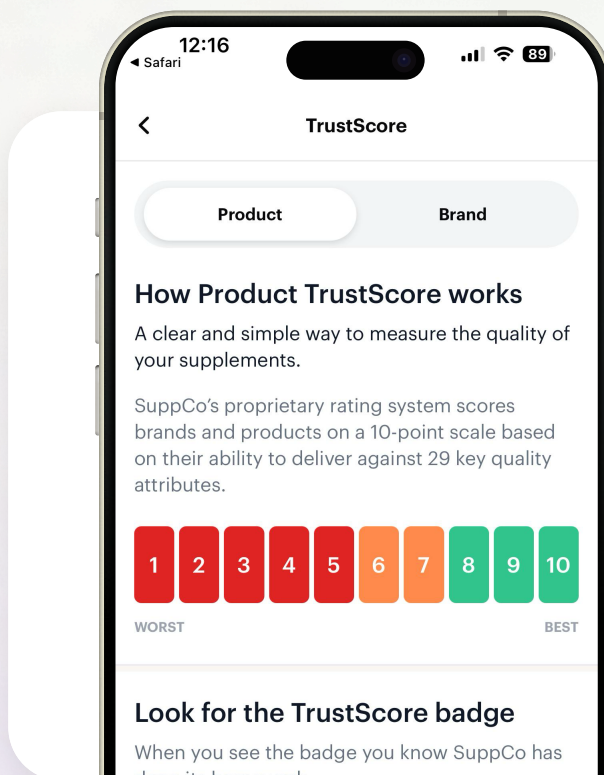
Personalized nutrient plan

Product quality optimization

Priority TrustScore requests

Unlimited stack analyses

Whether you're just getting started with your stack or want to explore other supplements that fit your goals, the SuppCo app gives you science-backed guidance without the hype. It's free to explore and packed with tools to help you cut through the noise. [Download the SuppCo app](#) to get started.



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