

eBay VeRO Program Policy

Carlson Labs has produced pure, quality, award-winning vitamins, minerals, fish oils, and other nutritional supplements. The company began with a single vitamin E product in Founder Susan Carlson's small Chicago apartment and quickly grew to offer the most complete line of all-natural vitamin E supplements in the world. In the early 1980s, Carlson Labs helped launch the omega-3 market in North America, importing our first high-quality, great-tasting, sustainable fish oils from Norway. In 2009, the company released a new marine oil sourced from an abundant species of calamari. Today, Carlson Labs continues to produce award winning nutritional supplements.

Trademarks, Trade Names, Copyrights and Authenticity

Carlson Labs is committed to safeguarding its reputation for high quality products by ensuring its intellectual property including its trademarks, trade names and copyrights are not misappropriated. One of the ways we protect our intellectual property and ensure authentic Carlson Labs products are sold online is by monitoring eBay and maintaining an active membership in the Verified Rights Owners (VeRO) program. Carlson Labs uses the VeRO program to request eBay remove listings for products that it believes are not authentic Carlson Labs products. If a listing is removed eBay will notify the seller. Although a seller might attempt to resell Carlson Labs products unaware that they are selling inauthentic products, Carlson Labs may still report the listing. We do so to protect the standards and reputation of Carlson Labs. As a member of the eBay VeRO Program, Carlson Labs is focused on ensuring only authentic Carlson Labs products are sold online and that the Carlson Labs intellectual property is used appropriately.

Why Isn't Every Listing Reported?

The high volume of merchandise for sale on eBay makes it difficult for Carlson Labs to identify and report every listing that infringes on our intellectual property rights. If you see a listing that we have not yet identified, please know that we will proceed accordingly as soon as such listing is identified by Carlson Labs. If you see a listing that you would like to report, you may do so either by contacting Carlson Labs at carlson@carlsonlabs.com or by reporting the suspected infringement to eBay using one of the following methods:

1. Click the "report item" tab on every listing on eBay or
2. Email eBay via the "contact us" tab on the home or help pages

Was My Listing Wrongly Removed?

If you believe that your item should not have been removed, please contact Carlson Labs at carlson@carlsonlabs.com. Please include your seller name and the listing number in the subject line of your email.