

CALIFORNIA PROPOSITION 65

Prop 65 Compliance for Energy Powders

Big Scoops. Big Blends. Big Lead-per-Dose Risk.

Presented by: [Prop65Compliance.com](https://prop65compliance.com)

Compliance Management by [Consultare Inc. Group](#)

Powered by [SystemsBuilder.pro](#)



47%

Exceed MADL

Pre-WO

Nov 2025 NOVs

Why Energy Powders Are a High-Risk Category

Large servings × multi-ingredient blends × plant-based inputs = maximum per-dose exposure math.



THE STUDY

Clean Label Project tested 160 protein/energy powders from 70 brands. 47% exceeded Prop 65 MADL for heavy metals.

— CR 2026 retest: 70% exceeded

Nearly Half Non-Compliant



Large Serving Size Problem

A 25g scoop at 0.02 ppm lead = 0.5 µg/dose — the entire MADL in one serving. Powder dosing compounds risk.



Plant-Based ≠ Safer

CR testing: plant-based powders had 3× more lead than whey. Organic protein powders had 3× more lead than non-organic.



Multi-Ingredient Stack Risk

Pre-workouts blend 8–15 ingredients (caffeine, beta-alanine, citrulline, botanical extracts). Each is its own exposure input.



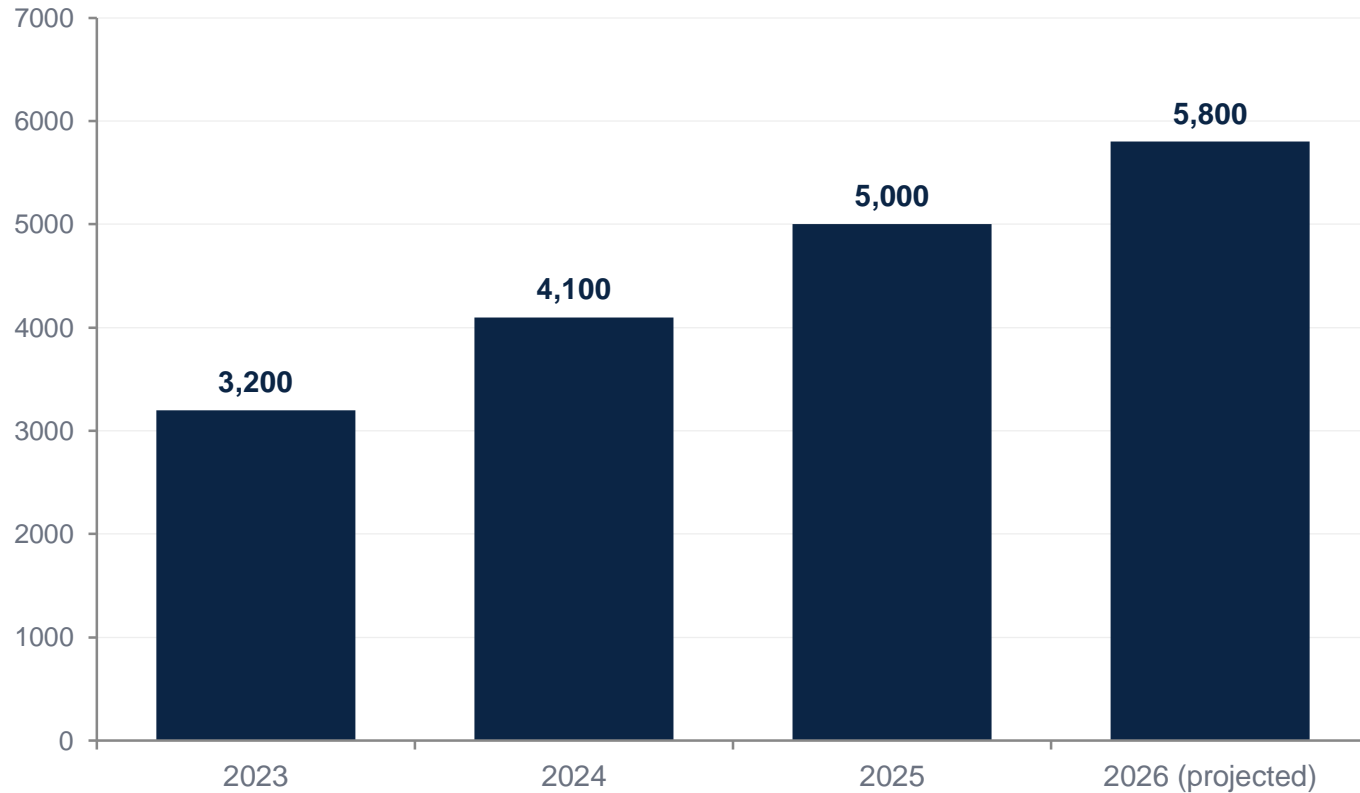
Documented Enforcement Pattern

Nov 2025: 316 NOVs included pre-workout powders, amino blends, creatine, and greens formulations for lead.

Pre-Workout Powders Are a Named Target

Plaintiffs have built a repeatable playbook around sports nutrition category.

Annual Prop 65 NOVs Issued (All Categories)



Source: OAG 60-Day Notice database. Nov 2025 NOVs specifically named pre-workout powders, pump formulas, creatine products.

0.5 µg

Lead MADL

Daily-dose threshold. A single scoop of contaminated powder can exceed it by 15x.

\$336K

Vega Settlements

Prop 65 penalties paid by one brand across 2013 and 2018 enforcement actions.

Pb
Cd
As

Powder Target Set

Lead, cadmium, and arsenic drive enforcement across sports nutrition.

How Contamination Reaches the Scoop

Multiple ingredient streams converge into one large-serving blend — each carries its own load.



Plant proteins, botanical extracts, amino acids, and minerals — each sourced from soils or manufacturing streams with distinct heavy-metal risk

8–15 ingredients combined into one scoop. Lead contributions from each input stack additively in the per-dose total

20–50g scoops mean even 0.01 ppm lead yields 0.2–0.5 µg per dose — at or above Prop 65 MADL

Pre-workouts marketed for daily consumption — MADL is a per-day number, and daily users hit it fastest



Each ingredient's lead contribution stacks — and the large serving multiplies every contribution.

10 ingredients × 0.05 µg each × 1 scoop = 0.5 µg of lead — the entire per-day MADL in one dose.

The Large-Serving Problem

Why energy powders fail Prop 65 math that capsule supplements comfortably pass.



CAPSULE SUPPLEMENT

Small dose. Small math.

- Typical dose: 500 mg – 2 g
- 0.1 ppm lead = 0.05 – 0.2 µg/dose
- Comfortably under the 0.5 µg MADL
- Same raw ingredient passes easily



ENERGY / PRE-WORKOUT POWDER

Big dose. Big math.

- Typical dose: 20–50 g scoop
- Same 0.1 ppm lead = 2–5 µg/dose
- 4–10× OVER the MADL
- Same ingredient, same ppm — fails

MADL is per-day, not per-ppm. Big scoops need tighter raw-material specs — full stop.

Business Impact of Non-Compliance

Sports nutrition is a retailer-sensitive category — compliance gaps hit distribution fast.



60-Day Notice of Violation

Pre-workout and protein powders are well-established plaintiff targets — the playbook is proven and the tests are cheap.



Six-Figure Settlement Range

Vega paid \$336K across two Prop 65 enforcement actions. Multi-SKU brands face compounding exposure per product.



GNC, Vitamin Shoppe, Amazon Pressure

Sports-nutrition retailers require documented compliance. Amazon ASIN suppression is swift on sports supplements.



'Clean Label' Brand Damage

'Clean', 'pure', 'premium', 'natural' pre-workouts are directly contradicted by defensive Prop 65 warnings.

Sports-nutrition reformulations happen constantly — every change is a new compliance determination.

Why Prop65Compliance.com

Compliance-focused. Not a law firm. System-based — not one-time testing.



Compliance-Focused

We don't litigate — we build the system that prevents litigation.



System-Based Approach

One-off lot testing doesn't protect you. A per-ingredient, per-blend program does.



Managed by Consultare Inc. Group

Operational oversight from a dedicated compliance management team.



Built on SystemsBuilder + InterlinkIQ

Artifact-based system, document control, and AI-assisted workflows.



OUR PROMISE

**Every scoop
documented. Every
blend defensible.**

*So when a 60-day notice arrives,
you already have the answers.*

What We Deliver

An end-to-end Prop 65 program — tuned for multi-ingredient, large-serving sports nutrition.



**Ingredient-Level
Risk Assessment**



**Heavy Metal & Botanical
Testing Oversight**



**Per-Scoop
Exposure Math**



**Compliance
Determination**



**Warning Label
Strategy**



**Ingredient Supplier
Program**



**Documentation
System**



**Ongoing
Monitoring**

Every component is documented, traceable, and audit-ready — per blend, per batch.

Core Technical Components

The compliance stack underneath every pre-workout lot determination we issue.



Heavy Metal Panel Testing

Oversight of Lead (MADL 0.5 µg/day), Cadmium (MADL 4.1 µg/day), Arsenic (inorganic), Mercury at ISO 17025 labs — per inbound ingredient AND per finished blend.



Plant-Based Input Screening

Pea, rice, hemp proteins and botanical extracts (beet root, green tea, synephrine sources) screened per-lot — plant-based ingredients carry 3× the heavy-metal risk of whey.



Blend-Stack Exposure Math

Per-scoop lead total calculated across all 8–15 ingredients at inclusion rate — not just the primary protein. The math is additive.



Proprietary-Blend Documentation

Each proprietary blend's ingredient inclusion rates, supplier sources, and COAs fully traced — blind-blend claims don't survive plaintiff discovery.



Per-SKU Compliance File

Each flavor, each concentration, each reformulation: ingredient inputs, finished-product COA, exposure math, determination, warning decision.

Ingredient-to-Scoop Supply-Chain Control

Every ingredient supplier, every botanical extract, every amino acid is a control point.



One high-lead ingredient supplier can take out every SKU in your catalog simultaneously.

The SystemsBuilder Approach

Artifact-based compliance — built once, scales across every SKU, flavor, and reformulation.



ARTIFACTS vs RECORDS

You pay for the structure — not the records.

Build once. Use for every blend.

Example:

ARTIFACT (you pay)

Blend Screening Program

One document defining how every ingredient, every blend, and every batch is tested, reviewed, documented.

↓ Generates unlimited ↓

RECORDS (no added cost)

Per-Flavor, Per-Batch Records

Every SKU, every flavor, every reformulation fills the same framework — no new artifact needed.

→ **Scalable, predictable, cost-efficient.**

How It Works

A three-phase program. Setup once. Monitor continuously.

01 STEP Setup

- SKU & blend scoping
- Ingredient supplier mapping
- Testing plan per blend
- Documentation structure

02 STEP Implementation

- Lab coordination (ISO 17025)
- Heavy metal + botanical testing
- Per-scoop determination
- Warning-label decisions

03 STEP Monitoring

- Monthly compliance oversight
- Per-batch review
- Reformulation re-determinations
- Audit-ready reporting

Setup Pricing – One-Time Investment

Priced per SKU — each formula, flavor, and concentration is a separate compliance file.

COMPLIANCE SYSTEM SETUP

\$1,500

up to 3 energy powder SKUs

+ \$150

each additional SKU (flavor / formula / concentration)

One-time investment to build your system.

SETUP INCLUDES



Ingredient-level risk assessment



Heavy metal + botanical testing program



Per-scoop exposure framework



Documentation system setup



Compliance determination structure

Monthly Monitoring — Ongoing Oversight

Continuous compliance. Scales with your SKU catalog and reformulation cadence.

ONGOING COMPLIANCE OVERSIGHT

\$500

per month — up to 7 SKUs

+ \$50 / month

per additional SKU

Keeps you continuously compliant.

MONITORING INCLUDES



Per-batch test review



Reformulation re-determinations



Monthly reporting



Trend analysis by supplier

Cancel anytime. No long-term contracts.

Testing Monitoring Fees

Per-event oversight — pay only when a batch is tested.

\$35

per testing monitoring event

Per SKU / per batch — covers lab-report review, threshold comparison, compliance determination & documentation update.

WHAT THE \$35 COVERS

- Lab report review
- Threshold comparison vs MADL
- Per-SKU compliance determination
- Documentation update



IMPORTANT — LAB FEE EXCLUSION

Laboratory testing fees are NOT included.

Testing is conducted by independent ISO 17025 accredited laboratories.
All lab costs are billed directly to the client by the laboratory.

We provide oversight and compliance review — not laboratory testing services.

Pay only for actual testing events • No markup on lab fees • Independent results ensure defensibility

What You Receive

Every client gets a defensible, audit-ready document package — per SKU.



Per-SKU Compliance Determinations

Each blend's batch review with pass/fail determination, per-scoop exposure math, and reviewer sign-off.



Monthly Summary Reports

Rolling snapshot of all SKUs, testing events, supplier trends, and open action items.



Compliance Monitoring Logs

Date-stamped log of every decision made — the backbone of plaintiff-response defensibility.



Ingredient & Supplier Records

Attestations, COAs, risk ratings, and corrective actions by supplier and ingredient type.



Audit-Ready Documentation

Packaged for OAG inquiries, retailer audits, and Amazon compliance requests on 24-hour notice.

Built for Defensibility

Documentation is the difference between a quick close-out and a six-figure settlement.



Documented Due Diligence

Every blend determination has a record, a reviewer, and a date.



Verified Lab Testing

ISO 17025 heavy-metal and contaminant results — no conflicts of interest.



Traceable Decisions

Supplier → ingredient → blend → batch → SKU — fully linked per-scoop math.



Structured System

Not ad-hoc — a real management system plaintiff attorneys recognize.

Critical for plaintiff suits • Retailer audits • Amazon compliance • Regulatory inquiries

Managed Service vs. DIY

Same system. Different execution — you choose who drives.

MANAGED SERVICE

by Consultare Inc. Group

- Hands-off compliance execution
- Expert-managed blend monitoring
- Monthly reporting delivered
- Best for: sports-nutrition brands scaling SKU count or reformulating

DIY (SystemsBuilder)

at SystemsBuilder.pro

- Self-managed execution
- \$1-per-artifact library access
- In-house QA/regulatory team runs the program
- Best for: established brands with QA depth

Same system. Same artifacts. Same defensibility. — You choose who operates it.

Your Risk Profile

Every one of these factors increases your exposure — independently.



DOSE MULTIPLIER

Large-Serving Math

25–50g scoops turn low ppm contamination into high per-dose exposure. Same ppm that passes for capsules fails for powders.



COUNTERINTUITIVE

Plant & Organic Trap

Plant-based = 3× whey lead. Organic = 3× non-organic. 'Clean' marketing doesn't equal clean analytical results.



FORMULATION STACK

Multi-Ingredient Risk

8–15 ingredients per blend. Lead totals are additive across inputs — no single-ingredient test catches the real exposure.



NAMED IN NOV s

Active Enforcement

Nov 2025 NOV s specifically listed pre-workout powders, amino blends, creatine, greens as targeted categories.



Pre-workout powders stack every risk factor at once. Compliance is structural — not optional.

CALL TO ACTION

Don't wait for a 60-Day Notice.

Make every scoop documented and defensible — today.



MANAGED COMPLIANCE

Let us manage it for you.

- End-to-end Prop 65 system setup
- Per-scoop blend monitoring
- Reformulation re-determinations
- Expert-managed execution



DIY LIBRARY

Build it yourself.

- \$1-per-artifact library access
- Sports-nutrition programs
- Forms, logs & templates
- Run it your way, in-house

“Build it yourself — or let us manage it for you.”

Prop65Compliance.com • [SystemsBuilder.pro](#)