labdoor

SHOP SMART FOR SUPPLEMENTS

The Problem

Shopping for high-quality supplements is incredibly complex.

Supplements are critically under-regulated. $36B supplements are sold in the US each year, yet 70% of manufacturers fail quality control inspections.[1]

Consumers lack credible guidance on how to choose between brands. Massive product selection promotes decision paralysis, and user reviews are subjective and insufficient.

Online retail is still too messy and inconvenient for consumers in the supplements market, which is why only 15% of supplements are currently bought online.[2]

The Solution

Labdoor is an honest and transparent marketplace where consumers can find reliable, scientific reviews and shop for quality-tested supplements all in one place.

Independent Testing - We buy popular dietary supplements under a secret shopping model and test them in FDA-registered labs for quality and safety.

Expert Reviews - We review products and rank them by quality and value using algorithms based on scientific research. Consumers can then view those rankings and all product testing reports for free on **labdoor.com**.

Online Marketplace - At labdoor.com, consumers shop smart by buying quality-tested supplements, either directly from us or through affiliate retailers.

1. The New York Times. (2015). GNC to Strengthen Supplement Quality Controls. 2. TABS Analytics. (2014). Bellwether Survey of Vitamin & Supplements Industry Conclusions.

About Labdoor

Labdoor is a supplements marketplace featuring over 800 products and counting, alongside scientific reviews and lab testing results, so consumers can shop with simple, objective facts about the quality and safety of products they entrust with their health.

- 11M+ unique visitors to date
- 500K+ unique visitors per month
- $1M+ total revenue in 2016 with GMV of $5M+
- Total Equity Funding: $7.0M
- Most Recent Funding: $3.7M Series A (November 3, 2016)
- Principal Investors: Rock Health, Mark Cuban, Y Combinator and Floodgate

Founded by:

Neil Thanedar - CEO
Helton Souza - CTO
Rafael Ferreira - CMO

On May 15, 2012