



Background

Natural Standard was founded by clinicians and researchers to provide high-quality, evidence-based information. This international multidisciplinary collaboration now includes contributors from more than 100 eminent academic institutions. **Natural Standard** is impartial; not supported by any interest group, professional organization, or product manufacturer. Institutional subscriptions, custom content and licensing are available.

Natural Standard provides professional and consumer information to the National Institutes of Health, Harvard Medical School, MD Anderson Cancer Center, Susan G. Komen, Kaiser Permanente, and Mayo Clinic, among thousands of other prestigious international organizations.

Database Overview

Foods, Herbs & Supplements



Decision support tool with searchable evidence-based systematic reviews on functional foods, herbs, supplements, vitamins and minerals. Available in different reading levels and languages. Monograph sections include: “The Clinical Bottom Line,” Safety, Efficacy, Dosing/Toxicology, Adverse Effects, Precautions/Contraindications, Interactions, Pregnancy and Lactation Data, Pharmacology/Mechanism of Action, Kinetics/Dynamics, Evidence Table of Individual Studies (quality of study rating, statistical analysis), Clinical Trial Discussion/Methodology Critique, Tested Brands, and Product Recalls.

Health & Wellness



Scientific analysis on the available data for or against the use of therapies such as acupuncture, chiropractic and other modalities, nutrition, special diets, exercise, fitness, and beauty regimens are available. Organized by demographic group Health Centers – Women, Men, Children, Adolescent and Senior.

Comparative Effectiveness



Search by indication for comparative efficacy charts that itemize which therapies have scientific support for treating or preventing specific medical conditions. Easy to recognize letter grades A-F consolidate the level of evidence. Click on an indication for a detailed medical condition monograph.

Medical Conditions



Comprehensive medical condition monographs covering background, causes, prevention, treatment, conventional and integrative therapy options. Categorized by medical specialties including Neurology, Gastroenterology, Rheumatology, etc. Provided with an Interactive Symptom Checker.

Natural Standard Database

Brand Names



Investigate the ingredients inside of thousands of international products. Product identification aid, alternative options and manufacturer contact information. Relates to full monographs for further details on individual components of multi-ingredient products.

Interactive Tools



Advanced Interaction Checker computes potential concern amongst international drugs, herbs, foods, nutrient depletion and lab tests. Additional tools include a nutrition database, interactive calculators, medical dictionary, training programs, practitioner database, and continuing education opportunities.

Advantages

Evidence-based Validated Grading Rationale™ – **Natural Standard** Grading Scale is adapted from the U.S. Preventative Services Taskforce for application to Complementary and Alternative/Integrative Medicine literature. Validated and reproducible. Grades reflect the level of available scientific evidence in support of the efficacy of a given therapy for a specific indication.

Reading Level Options – **Natural Standard** features monographs of varying reading levels to accommodate professionals and consumers. English and Spanish are searchable and printable for patient handouts. Additional languages available on request.

Search Strategy – To prepare each **Natural Standard** monograph, comprehensive electronic searches are conducted in nine databases, including AMED, CANCERLIT, CINAHL, CISCOP, the Cochrane Library, EMBASE, HerbMed, International Pharmaceutical Abstracts, Medline, and NAPRALERT. Search terms include the common name(s), scientific name(s), and all listed synonyms for each topic. Hand searches are conducted of 20 additional journals (not indexed in common databases), and of bibliographies from 50 selected secondary references. No restrictions are placed on language or quality of publications. Researchers in the field of complementary and alternative medicine (CAM) are consulted for access to additional references or ongoing research.

Selection Criteria – All literature is collected pertaining to efficacy in humans (regardless of study design, quality, or language), dosing, precautions, adverse effects, use in pregnancy/lactation, interactions, alteration of laboratory assays, and mechanism of action (in vitro, animal research, human data). Standardized inclusion/exclusion criteria are utilized for selection.

Data Analysis – Data extraction and analysis are performed by healthcare professionals conducting clinical work and/or research at academic centers, using standardized instruments that pertain to each monograph section (defining inclusion/exclusion criteria and analytic techniques, including validated measures of study quality). Data is verified by a second reviewer.

Review Process – Blinded reviews of monographs are conducted by multidisciplinary research-clinical faculty at major academic centers with expertise in epidemiology and biostatistics, pharmacology, toxicology, complementary and alternative medicine (CAM) research, and clinical practice. In cases of editorial disagreement, a three-member panel of the Editorial Board addresses conflicts, and consults experts when applicable. Authors of studies are contacted when clarification is required.

Natural Standard Database

Update Process – Natural Standard regularly monitors scientific literature and industry warnings. When clinically relevant new data emerge, best efforts are made to update content immediately. In addition, regular updates with renewed searches occur every 3-18 months, variable by topic.

PCCA Member Preferred Pricing & Terms of Service

- **Natural Standard** will make available preferred customer service to PCCA Members in an effort to encourage additional member stores to subscribe and benefit from the **Natural Standard Clinical Database**.
- **Natural Standard** will make available preferred pricing to PCCA Members. A discount of 35% will be noted in the cover page of the **Natural Standard Database Access Agreement**.
- **Natural Standard** will make available a 20% discount on all PDA products offered by SkyScape products.
- Preferred customer service will include periodic database walkthroughs and Webinar training.
- **Natural Standard** will make available preferred activation services in an effort to expedite account activation for PCCA Members.
- **Natural Standard** must approve all related promotional materials in writing – print or electronic – before publication.
- **Natural Standard** will work closely with PCCA to provide their members with initial usage training.
- **Natural Standard** will provide, at no cost, a monthly subscription to the *Natural Standard Evidence-Based Newsletter* to all interested PCCA Members.
- **Natural Standard** will provide a single two-week trial to all PCCA Members interested in accessing high-quality, evidence-based information on dietary supplements (including herbs, vitamins and minerals), functional foods, diets, complementary practices (modalities), exercises and medical conditions.

Get Started Today!

Contact Natural Standard to learn more and sign up.

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Natural Standard is our recommended pharmacy data provider for unbiased evidence-based information on herbs, supplements, foods, nutrition, safety and much more.