

Emergen-C Multivitamin Voluntary Withdrawal FAQs

I heard Alacer is withdrawing Emergen-C Multi-vitamins from the market. What is going on?

Alacer has initiated a voluntary nationwide market withdrawal of five multi-vitamin products because an internal quality audit revealed that the products contain less than the labeled amount of vitamin E per serving. The items included in the withdrawal are Emergen-C® brand Kidz Multi-Vitamin Strawnana Berry Blast, Kidz Multi-Vitamin Orange Pineapple Explosion, Kidz Multi-Vitamin Cherry Yumberry, Apricot Mango Multi-Vitamin, and Cherry Pomegranate Multi-Vitamin. This withdrawal does not affect any other Emergen-C branded products.

When will replacement product be available?

Alacer is working to have replacement product available by the week of August 23. We invite you to place orders for replacement stock through your Alacer Sales Representative or through your standard order process.

Do I need to pull product from my retail shelves?

Yes. For this voluntary withdrawal, the FDA has requested that we recover both warehouse and retail inventories.

Do I need to post a notice for consumers?

No. As this is not a toxicity issue and only one minor ingredient did not meet label claim, the market withdrawal is limited to warehouse and retail inventories only. The FDA did not request that we take further action.

What should I do?

Retailers and Distributors should contact our withdrawal coordinator Barbi Hehn at 949-454-3900 (bhehn@alacer.com) for a return authorization and to arrange for pickup of the five affected multivitamin SKUs (Kidz Multi-Vitamin Strawnana Berry Blast, Kidz Multi-Vitamin Orange Pineapple Explosion, Kidz Multi-Vitamin Cherry Yumberry, Apricot Mango Multi-Vitamin, and Cherry Pomegranate Multi-Vitamin).

You can arrange for immediate pick up of the affected warehouse inventories by contacting the Alacer withdrawal coordinator. For affected retail inventories, please follow your company policies for collecting these items and returning them to your warehouse(s). Once retail stock is collected, please call the Alacer withdrawal coordinator for pickup. All affected product will be returned to Alacer for certified destruction. You will receive a credit for these items.

Distributors should contact their customers and ask them to return all of these multivitamin SKUs to the Distributor. The Distributor should then follow the procedures outlined above.

Why do I need to return the products to you and not just get rid of them on my own?

This is a voluntary withdrawal coordinated with the FDA and we need to be able to provide a detailed accounting of the final disposition of all products by SKU and lot number. This process allows us to do that as well as providing the FDA with proof of disposal by certified destruction.