

Credentials and Editorial Process

Our reliable, up-to-date information helps everyday people confidently make choices to manage their health and well-being. We adhere to the highest editorial standards to ensure our content is balanced, consistent, accurate, and current.

OUR STANDARDS

- Our information must be presented in an actionable format for shoppers.
- We evaluate all forms of treatment by the same criteria so you get a complete, unbiased picture of safety and effectiveness.
- All medical or scientific information must be fully referenced.
- Our writers are experts in their respective fields of nutrition, diet, exercise, pharmacology, naturopathy, chiropractic, herbs, supplements, and medicine, with extensive teaching and clinical experience.

OUR UNIQUE APPROACH

The Aisle7 editorial team draws from reputable scientific and medical journals to provide the full range of available health and wellness information and provide a balanced perspective to help consumers make the best choices.

EXPERT SCIENTIFIC ANALYSIS: The latest study doesn't mean the last word—it's how it fits in the larger body of research that is important. Led by Chief Science Editor Alan Gaby, a recognized leader in analysis of mainstream and natural therapies, our editorial team focuses on well-designed, double-blind, placebo-controlled human studies to present objective analysis and balanced, fully referenced conclusions.

EXCEEDING DSHEA REQUIREMENTS: We go above and beyond the Dietary Supplement Health and Education Act requirements for third-party literature to offer our clients well-substantiated supplement information, including review and analysis of confusing or controversial topics, such as the safety and effectiveness of natural treatments.

COMPREHENSIVE INFORMATION IN AN ACTIONABLE, EASY-TO-USE FORMAT: The Aisle7 program showcases the latest trends, tailoring the presentation to support consumers' needs and decision-making styles. Articles are written with at-a-glance summaries and key information featured first, with the option to dive deeper based on interest level.

RELIABLE, UP-TO-DATE CONTENT: We continuously develop and enhance our content to provide the best wellness resources. To keep our science-based articles up to date, the Aisle7 research team reviews thousands of medical studies each year, published in over 600 scientific journals.

OUR EDITORIAL TEAM

- Physicians
- Pharmacists
- Dietitians
- Chefs
- Feature writers

WE USE 600+ REPUTABLE JOURNALS INCLUDING

- Journal of American Medical Association (JAMA)
- New England Journal of Medicine
- The Lancet
- American Journal of Clinical Nutrition