Unacceptable and Restricted Use Products at Whole Foods Market

The following products are unacceptable and not allowed to be sold at Whole Foods Market, or restricted use and must meet certain requirements to be sold at Whole Foods Market. This list is not exhaustive and subject to change. Questions can be directed to your primary Whole Foods Market contact.

Unacceptable Products

- Amber Teething Products
- Ear Candles
- Electronic Cigarettes
- Herbal Cigarettes
- Tobacco Products
- Test Kits that diagnose a disease, including but not limited to DNA and Drug test kit.

Restricted Use Products

- Neti Pots - Label must direct user to use recently boiled or distilled water only.
- Test Kits
  - Each kit must be approved by Quality Standards. Reach out to your primary WFM contact for next steps.
  - Acceptable only if NOT diagnosing a disease.
  - Pregnancy, ketone, pH are acceptable with approval, while many others are not.

Unacceptable Product Sourcing

Whole Foods Market prohibits any ingredients sourced from sharks, whales, dolphins and porpoises in dietary supplements. In addition, our Quality Standards also prohibit ingredients derived from these animals in food and body care products.