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FOR IMMEDIATE RELEASE

SPORTPHARM™ PARTNERS WITH TRUSHIELD™ TO ADVANCE CLEAN SPORT AND ATHLETE SAFETY

KetoRub™ by SportPharm™ Becomes the First Prescription-Only NSAID Topical in the United States to Achieve TruShield™ Certification for Banned Substance Testing

PLANTATION, FL - June, 2026 — [SportPharm™](#), a trusted pharmacy partner for athletes and sports medicine professionals, announces its partnership with [TruShield™](#), a leading banned substance certification program dedicated to athlete protection and clean sport.

Through this partnership, [KetoRub™](#), SportPharm's prescription-only ketoprofen topical cream, has earned [TruShield™ Certification](#). It is the first prescription-only NSAID topical in the United States to undergo comprehensive third-party screening for over 480 banned substances.

SportPharm's over-the-counter topical products, including [WasabiRub™](#), [WasabiRub™ Super-Hot](#), and [IcetraRub™](#), have also achieved TruShield Certification. This provides athletes, trainers, sports medicine professionals, and healthcare providers with greater confidence in the products they recommend and use.

Banned substance contamination is a significant concern for athletes at all levels, from high school to professional sports. The TruShield Certification Program offers comprehensive screening for hundreds of banned substances, including anabolic agents, stimulants, SARMs, diuretics, and heavy metals.

TruShield testing is conducted by a WADA-experienced, ISO 17025-accredited laboratory with over 20 years of anti-doping expertise. TruShield focuses exclusively on banned substance detection, using advanced screening methods to ensure accuracy, reliability, and confidence for athletes and healthcare professionals.

"When evaluating third-party testing partners, we wanted the most trusted and comprehensive program available for athletes," said **Dr. Brandon K. Welch, Clinical Sports Pharmacist and President of SportPharm**. "After reviewing multiple organizations, TruShield stood out as the clear leader in banned substance testing. This partnership reflects our commitment to athlete safety and our mission to help keep clean sports clean."

SportPharm takes pride in developing products that athletes and sports medicine professionals can trust. Recognizing the importance of banned substance awareness in today's competitive environment, the company is committed to supporting the standards established by WADA and USADA.

This achievement is especially significant for [KetoRub™](#), now the only third-party tested NSAID topical manufactured in the United States. The certification offers added assurance to athletes, sports medicine professionals, physicians, and pharmacists seeking high-quality topical pain management solutions for competitive athletics.

"Athletes and healthcare professionals need confidence in every product they use, including prescription topicals," said **Lori Beservelt, PhD, Sr. VP of Certification Services at TruShield Certified**. "We are proud to certify KetoRub™ as the first prescription-only NSAID topical in the United States to achieve TruShield Certification through comprehensive screening for more than 480 banned substances. SportPharm's commitment to transparency and athlete protection demonstrates the leadership needed to help keep clean sport clean."

By combining innovative topical formulations with industry-leading banned substance testing, SportPharm and TruShield are raising the standard for athlete care and supporting a safer, more transparent sports medicine marketplace.

About SportPharm™

SportPharm™ is a trusted pharmacy partner for athletes and sports medicine professionals, offering innovative over-the-counter and prescription-only topical pain relief solutions to support recovery, performance, and movement. SportPharm's goal is to help athletes feel and perform their best. The company has served the athletic community for decades through its commitment to innovation, quality, and athlete-centered care.

Learn more at [SportPharm.com](https://www.sportpharm.com)

About TruShield™

TruShield is a banned substance certification program focused on protecting finished products, athletes and brand reputation. The program screens products for more than 480 prohibited compounds, including anabolic agents, stimulants, SARMs, diuretics and heavy metals. By focusing specifically on banned substance detection, TruShield helps reduce risk for athletes, teams, trainers, retailers and consumers who need confidence that the products they use meet a higher standard of safety.

Learn more at [About | TruShield Certified](#).

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