

Claims Guidance

The SupplySide Compliance Program will be in full effect on-site at the Event. Monitoring efforts will be focused on prohibited claims. Any Exhibitor or participant determined to be in violation of the SupplySide Compliance Program will be subject to enforcement action which may include: covering up inappropriate claims on booth graphics, removal of prohibited materials and/or other corrective action as determined by the SupplySide Compliance Team.

Do NOT use Unacceptable (Drug Claims) in your product literature or on your booth display.

Unacceptable Drug claims*

Acceptable Ingredient Claims†

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| Age-related Macular Degeneration (AMD), Glaucoma, Cataracts, Blindness, Eye disorders | Vision & Eye Health, Maintains Normal Eye function, Supports Vision Health |
| Allergies, Asthma, Bronchitis, COPD, Respiratory Disorders | Helps with Seasonal allergies, Healthy Respiratory Function |
| Alzheimer's, Anti-Alzheimer's | Cognitive function, Helps improve Memory |
| Antibiotic, Anti-bacterial, Antiviral, Antifungal, Cold, Flu, Virus, Infections, Autoimmune Disorders | Supports Immune Function, Optimizes Immune System, Modulates Immune Response |
| Anti-Obesity, Reduce Obesity | Supports Weight Mgt., Promotes weight loss |
| Arthritis, Osteoarthritis, Rheumatism, Antiinflammation associated with Arthritis | Joint health, Supports joint mobility, Helps with Normal Joint Function, Minor Joint discomforts |
| Cancer, Anti-Cancer, Anti-Carcinogen, Anti-Tumor, Reduce/Inhibit Tumor Growth | Immune Function Support, Modulates Immune Response, Healthy cell growth |
| Cardiovascular Disease (CVD), Heart Attack, Stroke, Heart Disease, Atherosclerosis, Anti-inflammatory Reduce/Lower cholesterol, Hypercholesterolemia Reduce/Lower Blood Pressure, Hypertension | Heart Health, Promotes Healthy Cardiovascular Function, Improves Arterial Function Supports Healthy/Normal Cholesterol levels Maintains Normal Blood Pressure |
| Depression, Anti-depressant | Balance/Enhance/Uplift Mood, Minor depression |
| Diabetes, Control/Regulate Blood Sugar/Glucose, Anti-Diabetes | Maintains Healthy/Normal blood sugar/glucose, Helps with Blood Sugar Management |
| Erectile Dysfunction, Impotence, BPH | Male Reproductive Health, Healthy Prostate |
| Insomnia, Sleep Disorders | Promotes Restful Sleep, Helps Improve Sleep |
| Neuro-generative Disorders, Parkinson's, MS | Neurological health, Healthy Nerve function |
| Urinary Tract Infection (UTI), Cystitis | Promotes Urinary Tract Health |
| FOR COSMETICS & Topically Applied Ingredients: Skin disorders/lesions, Dandruff, Eczema, Psoriasis, Rosacea, Heals wounds, Cystic/Severe Acne Transdermal, improves blood circulation, increases nutrient absorption into the skin | FOR COSMETICS & Topically Applied Ingredients: Soothes dry flaky irritated skin/scalp; Moisturizes, Hydrates, Cleanses, Reduces the appearance of wrinkles/ dark circles/scars; Minor/Mild Acne May address surface effects only, no internal benefits/actions |
| * The above disease claims result in the product's characterization as a drug. <i>21 USC § 321(g)(1)(B)</i> . In the U.S., drugs are defined as "articles intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in man or other animals". The above list is not a complete list of unacceptable claims. | † Supplement claims 1) describe the role of an ingredient intended to affect the structure or function in humans, 2) characterize the documented mechanism by which an ingredient acts to maintain such structure or function, or 3) describe the general well-being from consumption of the ingredient. <i>21 USC § 343(r)(6)</i> . |