Compliance Program

What is the SupplySide Compliance Program?

SupplySide in-person and digital events are international business-to-business entities with participants from many industries and many countries. Attendees and members should be aware that not all ingredients, technologies, claims or practices are appropriate for all industries or geographies. All participants should be familiar with the laws and regulations applicable to their specific business.

The SupplySide Compliance Program provides tools to gain a greater understanding of some of the most common compliance issues within the industry and help support self-regulatory efforts. We provide compliance monitoring during the SupplySide in-person and digital events, enforcement where necessary and education year-round. If you have any questions about compliance with our program, please contact SupplySideCompliance@informa.com.

We also offer affordable regulatory reviews, market entry advice and copy editing through our MarketReady Insights program. More information is available at www.marketreadyinsights.com or please contact us at marketready@informa.com.

With these tools, we aim to provide an environment that promotes innovation and growth within the healthy ingredients industry.

Rules for compliance:

All materials displayed at SupplySide in-person and digital events are subject to the SupplySide Compliance Program. This includes, but is not limited to: booth displays, package labeling and inserts, descriptions of ingredients and services, promotional materials, websites, videos or anything presented at the show or virtually.

Prohibited Claims

Product information being disseminated at any SupplySide in-person and digital events must meet the following standards:

- Disease claims are prohibited for dietary supplements. Promotion of a product to treat, prevent, mitigate or cure any disease or condition, including but not limited to diabetes, cancer, flu, cold, heart disease, Alzheimer's disease is not permitted for dietary supplements.
- Claims based on traditional use must clearly communicate that the sole basis for the claim is its history of use for a particular purpose.
- Claims must be appropriate for dietary supplements and do not advertise the product as a "drug" under the FDCA. Claims that are a high priority for FDA include (but are not limited to): weight loss, body building, sexual enhancement and products for children. For more information about claims that can be made for conventional foods and dietary supplements, visit fda.gov.

SupplySide's Hemp and Cannabinoid Policy

Please Be Aware: Federal, state and local laws regulating cannabinoids differ. Our Compliance Program accepts products that we perceive fall within FDA's current exercise of enforcement discretion with respect to cannabinoid products. Acceptance as an exhibitor and approval for exhibition of any cannabinoid product at a SupplySide event is NOT a determination that the product complies with all local, state, and federal laws; neither is it, nor is it intended to be, legal advice. Exhibitors should always seek the advice of a qualified attorney.

Review Criteria*:

When reviewing cannabinoid products, our highest priorities are safety, transparency, truthfulness, reliability and responsibility.

1. Products cannot contain more than 0.3% THC. Products may not include THC isolate as an ingredient.
2. Disease claims and all claims explicitly rejected by FDA, e.g. chronic anxiety, are prohibited.
3. Products may not be marketed for psychoactive effect.
4. All statements must be substantiated
5. Transparency, clarity, and truthfulness in labeling are required
6. Responsibility and care for vulnerable populations are required
7. Vapes and vape accessories are prohibited
8. Devices, including patches, are required to have appropriate FDA clearance (510k, PMA, registration and/or listing)
9. Exhibit review and approval is on a product-by-product basis

*Violation of this show policy resolution will be considered a material violation of the Show Rules and Regulations, and may result in the exhibitor's removal from the venue at the venue's or Show Host Management's sole and absolute discretion.

Prohibited Ingredients

Ingredients that are banned from any use in the United States including, but not limited to: ephedra/ephedrine, masking agents, narcotics. Also prohibited are ingredients that are not appropriate for the application including, but not limited to: anabolic steroids, drug ingredients in food, beverage or dietary supplement ingredients.

Prohibited Food and Dietary Supplement ingredients that are a high priority to FDA include (but are not limited to): anabolic steroids and anabolic steroid pre-cursors, masking agents, ephedra/ephedrine and narcotics. For more information on industry information and regulations visit fda.gov.

Prohibited Use of U.S. FDA logos

"The FDA logo is for the official use of the U.S. Food and Drug Administration (FDA) and not for use on private sector materials. To the public, such use would send a message that FDA favors or endorses a private sector organization or the organization's activities, products, services, and/or personnel (either overtly or tacitly), which FDA does not and cannot do. Unauthorized use of the FDA logo may violate federal law and subject those responsible to civil and/or criminal liability."

For more information on the use of the FDA logo click here.

Compliance monitoring:

The SupplySide Compliance Team is made up of an in-house dedicated compliance team whose objective is to help make exhibitors and customers aware of non-compliance to preserve the integrity of the show floor and of the virtual community for the benefit of exhibitors and the industry overall. We encourage all SupplySide participants to report any suspected violations.

Reporting an Issue

If you suspect a prohibited claim or ingredient, please report it immediately to the SupplySide Compliance Team. All inquiries are anonymous and will be handled promptly. For the safety of our visitors, exhibitors and members, please do not try to directly correct the company or individual in violation. To report a compliance issue covered by this program, you can do so in the following ways:

During In-Person Events

1. Report in the mobile app: Download the mobile application for your handheld device using the QR code. In the mobile application, select the compliance link to a fill out a report.

2. Report in person: Visit the Global Health & Nutrition Network Pavilion and make an anonymous report at the info center or notify anyone wearing a white/black SupplySide host badge.

During Virtual Events:

3. Report via email: Send your concern to SupplySideCompliance@informa.com.

Enforcement

SupplySide in-person and digital events are international business-to-business entities with participants from many industries and many countries. Attendees and members should be aware that not all ingredients, technologies, claims or practices are appropriate for all industries or geographies. All participants should be familiar with the laws and regulations applicable to their specific business.

Any SupplySide participant determined to be in violation of the SupplySide Compliance Program will be subject to enforcement action. While disputes regarding claims may happen, we make a good faith effort to mitigate the situation; however, enforcement action may include a meeting with SupplySide Compliance Team, suggested removal of prohibited materials; removal from SupplySide event; and/or referral to industry self-regulatory organizations or the appropriate regulatory agency.

Educational Resources:

Education is an important part of the SupplySide Compliance Program. We will be providing educational materials to all exhibitors to outline regulatory requirements related to prohibited claims and prohibited ingredients. Because Informa Exhibitions is committed to helping industry members ensure compliance to important regulations, these educational materials will be available year-round.

Please click here for Our Claims Guidance that lists some unacceptable non-compliant claims and provides suggestions for acceptable claims.

In addition, Informa Exhibitions offers educational programs at each show related to the issue of regulatory compliance.

SupplySide Supplement Journal business resources

https://www.supplysidesj.com/business-resources

- Dietary Supplements vs. Food – A FSMA Regulatory Challenge
  https://www.supplysidesj.com/legal-compliance/dietary-supplements-vs-foods-a-fsma-regulatory-challenge
- Testify! Keys for the Legal Use of Testimonials and Advertisements
  https://www.supplysidesj.com/claims/testify-keys-for-the-legal-use-of-testimonials-and-advertisements
- Infographic: U.S. Health Claim Regulations
  https://www.supplysidesj.com/claims/infographic-u-s-health-claim-regulations
- Legal compliance
  https://www.supplysidesj.com/supplement-regulations/legal-compliance
- MarketReady Insights
  https://marketreadyinsights.com/

Federal Trade Commission (FTC)

https://www.ftc.gov/

- FTC - Food
  https://www.ftc.gov/public-statements/1994/05/enforcement-policy-statement-food-advertising
- FTC - Health Claims
  https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/health-claims
- FTC - Advertising and Marketing
  https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing

Food and Drug Administration (FDA)

http://www.fda.gov/

- FDA - Dietary Supplements
  http://www.fda.gov/Food/DietarySupplements/default.htm
- FDA - Food: Guidance, Compliance & Enforcement
  https://www.fda.gov/food/compliance-enforcement-food
- FDA - Food: Labeling & Nutrition
  https://www.fda.gov/food/food-labeling-nutrition

Council for Responsible Nutrition (CRN)

http://www.crnusa.org/

- CRN - CRN/NAD Advertising Review Program
  https://www.crnusa.org/self-regulation/crn-nad-initiative
- CRN - Compilation of NAD Decisions and Challenged Claims
  https://www.crnusa.org/self-regulation/crn-nad-initiative/compilation-nad-challenges
- CRN - Roadmap for Retailers
  http://www.crnusa.org/roadmap/

Natural Products Foundation (NPF)

http://www.naturalproductsfoundation.org

- NPF - Truth in Advertising Pledge
  http://www.naturalproductsfoundation.org/index.php?src=gendocs&ref=truth_in_advertising&category=FoundationPrograms
- NPF - Concerns about Truth in Advertising
  http://www.naturalproductsfoundation.org/index.php?src=gendocs&ref=tia_publishing%20resources
- NPF - Request a Truth in Advertising Review
  https://asoft200374.accrisoft.com/natproducts/index.php?src=forms&ref=TIA+Review&id=TIA+Review

Homeopathic Pharmacopoeia of the United States (HPUS)

http://www.hpus.com/

View the Claims Guidance sheet for more information regarding claims at SupplySide Events.

Getting help

If you're not familiar with U.S. federal requirements, would like assistance with a new product introduction or need additional information about labeling, claims or studies, our MarketReady Insights program is available to help. It also provides copy editing assistance for our international exhibitors. More detail about pricing and the services it can provide are available at www.marketreadyinsights.com, or please contact us at marketready@informa.com.