

## 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.

 <b>UNACCEPTABLE DRUG CLAIMS*</b>	 <b>ACCEPTABLE INGREDIENT CLAIMS†</b>
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, Anti-inflammation 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
<b>FOR COSMETICS &amp; Topically Applied Ingredients:</b> Skin disorders/lesions, Dandruff, Eczema, Psoriasis, Rosacea, Heals wounds, Cystic/Severe Acne  Transdermal, improves blood circulation, increases nutrient absorption into the skin	<b>FOR COSMETICS &amp; Topically Applied Ingredients:</b> 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. <a href="#">21 USC § 321(g)(1)(B)</a> . 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. <a href="#">21 USC § 343(r)(6)</a> .