



COMPLIANCE PROGRAM

What is the **SUPPLYSIDE COMPLIANCE PROGRAM?**

SupplySide West is an international business-to-business event with participants from many industries and many countries. Attendees 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 shows, enforcement where necessary and education resources before, during and after the show. If you have any questions or if you would like us to review your product marketing materials before any SupplySide event, please contact us at SupplySideCompliance@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 events are subject to the SupplySide Compliance Program. This includes, but is not limited to: booth displays, package labeling and inserts, promotional materials, websites, videos or anything presented at the show.

SupplySide West is an international business-to-business event with participants from many industries and many countries. Attendees 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.

Prohibited Claims

Product information being disseminated at any SupplySide event 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](http://visit.fda.gov).

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](http://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 standards and compliance team. The goal is to help exhibitors understand the laws and regulations applicable to their business. 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. All inquiries are anonymous and will be handled promptly by the SupplySide Compliance Team. For the safety of our attendees and exhibitors, 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 two ways:

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

Enforcement

SupplySide West is an international business-to-business event with participants from many industries and many countries. Attendees 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 before, during and after the show.

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.

■ Natural Products Insider Resources

<https://www.naturalproductsinsider.com/resource-center.aspx>

- Dietary Supplements vs. Food – A FSMA Regulatory Challenge
<https://www.naturalproductsinsider.com/reports/2012/03/ingredient-identification.aspx>
- Testify! Keys for the Legal Use of Testimonials and Advertisements
<https://www.naturalproductsinsider.com/articles/2011/08/endorsements-and-testimonials-what-companies-need-to-know.aspx>
- Infographic: U.S. Health Claim Regulations
<http://www.naturalproductsinsider.com/resource/infographics/2016/06/label-claims-infographic.aspx>
- INSIDER Law
<http://www.naturalproductsinsider.com/blogs/insider-law.aspx>

■ Federal Trade Commission (FTC)

<https://www.ftc.gov/>

- FTC - Food
- FTC - Health Claims
<https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/health-claims>
- FTC - 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: Ingredients & Packaging
<https://www.fda.gov/food/food-labeling-nutrition>

■ Council for Responsible Nutrition (CRN)

<http://www.crnusa.org/>

- CRN - CRN/NAD Advertising Review Program
- CRN - Compilation of NAD Decisions and Challenged Claims
- CRN - Roadmap for Retailers
<http://www.crnusa.org/roadmap/>

■ Natural Products Foundation (NPF)

<http://naturalproductsfoundation.org/index.php?src=>

- 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://asoft10186.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 West.