



SUPPLEMENT LABEL TEMPLATE 101

Elements, Placement, Labeling and Claims

This template will cover basic requirements for Supplement Facts labeling and compliance.

FDA-regulated supplement labels must contain the following:

- Statement of Identity
- Net Quantity Statement
- Name and Address of manufacturer or distributor
- Supplement Labeling
- Ingredient Statement
- Allergen Statement
- Nutrient Content Claim(s)

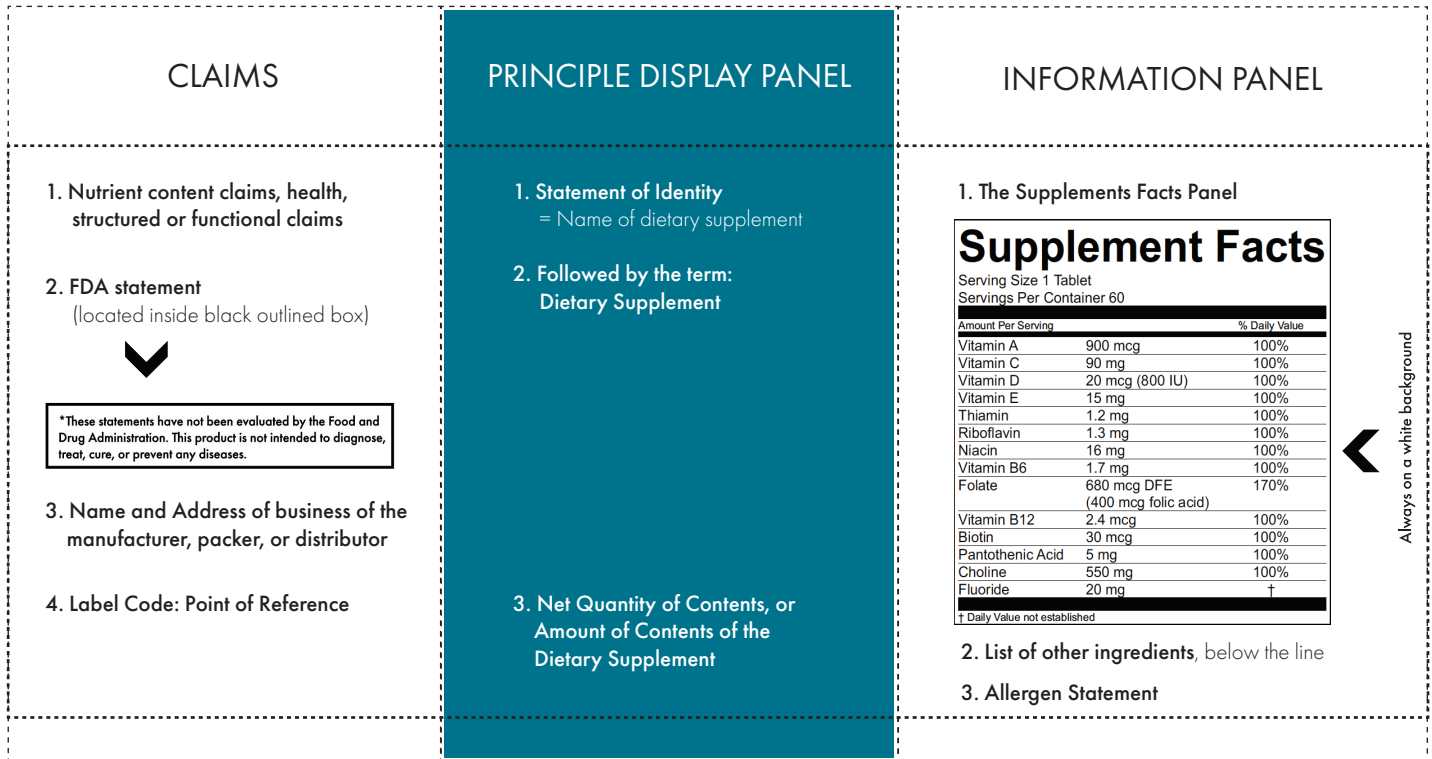
This area is for



This area is called



This area is called



CLAIMS

1. Nutrient content claims, health, structured or functional claims

2. FDA statement
(located inside black outlined box)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any diseases.

3. Name and Address of business of the manufacturer, packer, or distributor

4. Label Code: Point of Reference

PRINCIPLE DISPLAY PANEL

1. Statement of Identity
= Name of dietary supplement

2. Followed by the term:
Dietary Supplement

3. Net Quantity of Contents, or
Amount of Contents of the
Dietary Supplement

INFORMATION PANEL

1. The Supplements Facts Panel

Supplement Facts		
Serving Size 1 Tablet		
Servings Per Container 60		
Amount Per Serving		% Daily Value
Vitamin A	900 mcg	100%
Vitamin C	90 mg	100%
Vitamin D	20 mcg (800 IU)	100%
Vitamin E	15 mg	100%
Thiamin	1.2 mg	100%
Riboflavin	1.3 mg	100%
Niacin	16 mg	100%
Vitamin B6	1.7 mg	100%
Folate	680 mcg DFE (400 mcg folic acid)	170%
Vitamin B12	2.4 mcg	100%
Biotin	30 mcg	100%
Pantothenic Acid	5 mg	100%
Choline	550 mg	100%
Fluoride	20 mg	†

† Daily Value not established

2. List of other ingredients, below the line

3. Allergen Statement

Always on a white background



There are three types of claims:

- Nutrient content claims
- Health claims
- Structure/function claim

All claims are heavily regulated by the FDA.

Nutrient and health claims describe a relationship between a food substance (a food, food component, or dietary supplement ingredient), and reduced risk of a disease or health-related condition. For example: "Calcium may reduce the risk of osteoporosis."

Structure/function claims may describe the role of a nutrient or dietary ingredient intended to affect the normal structure or function of the human body. For example: "Calcium maintains healthy bones."



The Statement of Identity:

- Bold type
- Same size or larger than most prominent printed element
- Prominent, conspicuous and easy to read
- The letters must be at least 1/16 inch in height
- The lettering must contrast sufficiently with the background

The Net Quantity of Content Statement:

This tells consumers how much of the supplement is in the container or package. Which is either:

- The total number of capsules/pills or
- The net fluid amount
- Listed by weight, measure, numerical count (e.g. 100 tablets)
- Or the combination thereof



The Supplement Facts Panel:

- The subheading **Serving Size** should be placed under the Supplement Facts heading. The Serving size equals the maximum amount recommended on the label for consumption.
- **Servings Per Container** should be placed under the Serving Size subheading and it the number of units that contains the package.
- Use a standard **Supplement Facts panel** on packages with 12 sq. inches or larger.
- Text should be in uniform type size no smaller than **8 point**.
- Type size no smaller than 6 point may be used for column headings, e.g. "Amount Per Serving" and "% Daily Value" and for footnotes, e.g. "Percent Daily Values are based on a 2,000 calorie diet".
- Nutrients listed above the line on Supplement Facts labels are governed by NLEA rules and are either classified as mandatory or voluntary. Nutrients listed below the line are defined as **Other ingredients**, e.g. flavors, sweetener, fillers, colors, botanicals, special blends, and the like.
- Most of these nutrients above the line, will have a **% Daily Value**.
- Other ingredients, below the line, do not have an association with %DV.
- The **Allergen Statement** should be placed immediately after the ingredients, e.g. *This product was produced in a facility and with equipment that handles: Eggs, Wheat, Milk, Tree Nuts, Peanuts, Soybeans, Crustacean Shellfish and Fish.*
For Example a Protein Powder: Contains whey (milk), soy (lecithin), etc.