

Introductory Labeling Guide and DSEHA Compliance for Dietary Supplements

What is DSHEA? DSHEA stands for the “Dietary Supplement Health and Education Act of 1994.” This is the regulatory framework in the USA that describes what you can and cannot say or claim for a dietary supplement. The FTC regulates what can be said in dietary supplement advertising.

Do not make disease claims on your labels, website, testimonials or any of your printed collateral.
Examples of disease claims: cancer, diabetes, colds, the flu, eczema, herpes, psoriasis, dandruff.

Website Resources:

FDA website for dietary supplements

<http://www.fda.gov/Food/DietarySupplements/DietarySupplementLabeling/default.htm>

FDA website for personal care products

<http://www.fda.gov/Cosmetics/GuidanceComplianceRegulatoryInformation/ucm074162.htm>

American Herbal Products Association

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

A valuable resources for understanding dietary supplements, cGMPs, cGAPs and the regulatory framework in the USA.

DSHEA compliant structure and function claims for dietary supplements

Condition	Don't go there! These are Disease Claims	Do go here! These are appropriate Structure Function Claims
Skin Issues*	Athlete's foot, fungal or bacterial or viral infections (herpes), eczema, psoriasis.	Support healthy skin. Supports Immune System function
Cold's, The Flu, Allergies*	Cold's, the flu or allergies	Supports Immune System Function. Supports the Respiratory System

*Homeopathic remedies are licensed over the counter drugs and make many of these claims.



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