

Unacceptable Disease/Drug-Like Claims may not appear in product labeling, advertising, or virtual/in-person booth displays.

This document is meant to provide a framework to formulate substantiated labeling and marketing structure/function claims for products to be promoted through New Hope Network events, award programs and publications. This document does not account for all product claims that would be unacceptable for exhibit/advertisements. Nor does it offer all solutions of acceptable claims. Structure/function claims for conventional foods should focus on effects derived from nutritive value, while structure/function claims for dietary supplements may focus on non-nutritive as well as nutritive effects. Cosmetic products may not make structure function claims.

 UNACCEPTABLE DISEASE/DRUG-LIKE CLAIMS* The following conditions/symptoms may not be used with terms such as prevent, treat, cure, chronic, control, increase, lower, manage, reduce, regulate.	 ACCEPTABLE PRODUCT CLAIMS† The following may be used with terms such as Supports, Promotes, Maintains, normal, healthy such that the emphasis of the claim is on a healthy state
Age-related Macular Degeneration (AMD), Glaucoma, Cataracts, Blindness, Eye disorders	Vision & Eye Health, Normal Eye function/Vision Health
Allergies, Asthma, Bronchitis, COPD, Respiratory/Sinus Infection	Healthy Respiratory Function, Normal breathing
ADHD, Alzheimer's, Anti-Alzheimer's, Dementia	Cognitive function, Brain development, Focus, Mental Clarity, Concentration
Antibiotic, Antibacterial, Antiviral, Antifungal, Infection, Cold/Flu, Fever	Healthy Immune Function/Response
Anti-Obesity, Reduce Obesity	Healthy Weight, Diet-friendly
Arthritis, Osteoarthritis, Rheumatism, Pain	Joint health; Supports Normal Joint Function
Cancer, Anti-Cancer, Anti-Carcinogen, Anti-Tumor	Immune Function/Response Support, Normal cell function
Cardiovascular/Heart Disease (CVD), Heart Attack, Stroke, Atherosclerosis, Hypertension, Hypercholesterolemia, [impact on] Blood Pressure/Cholesterol	Heart Health/Healthy Cardiovascular Function, Arterial Function, Supports Healthy/Normal Cholesterol levels, Maintains Normal Blood Pressure
Depression, Anti-depressant, Anxiety	Balance/Uplift Mood, Daily Stress, Relaxation, Calmness
Diabetes, Anti-diabetes, [impact on] Blood Sugar/Glucose, Metabolic Syndrome	Healthy/Normal blood sugar metabolism
Digestive/Gastro-Intestinal disorders, Ulcers, Colitis, Acid reflux, GERD, Gastritis, IBS, Leaky gut	Healthy Digestion, Helps with Occasional stomach upset; Promotes regularity
Erectile Dysfunction, Impotence, BPH, Endometriosis, Infertility, Aphrodisiac, Sexual enhancement	Male/Female Reproductive Health, Healthy Prostate
Hangover	Metabolism, Healthy Liver
Inflammation/Pain due to any disease or symptom of disease	Balance exercise-induced inflammation response
Insomnia, Sleep Disorders	Restful/Better Sleep, Occasional restlessness
Neuro-degenerative Disorders, Parkinson's, MS	Neurological health, Healthy Nerve function
Urinary Tract Infection (UTI), Cystitis	Urinary Tract Health
FOR COSMETICS & Topically Applied products: Pain, Skin disorders/lesions, Dandruff, Eczema, Psoriasis, Heals wounds, Rosacea, Cystic/Severe Acne, Repair UV damage Transdermal, improves blood circulation, increases nutrient absorption into the skin that affects structure or function within the body	FOR COSMETICS & Topically Applied products: Moisturizes, Hydrates, Cleanses, Reduces the appearance of wrinkles/dark circles/scars; Occasional blemishes May address surface effects only, no internal benefits/actions
*The above disease claims result in the product's characterization as a drug. 21 USC § 321(g)(1)(B) . 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. 21 USC § 343(r)(6) .