

Health Claims – Definition

Any claim made on the label or in the labeling of a food that expressly or by implication characterizes the relationship of any substance to a disease or health-related condition

Health Claims – Implied Claims

"Third party" references

Brand names

"Heart Healthy"

Symbols or vignettes

Heart-shaped symbol

Health Claims – Application

Apply to:

Conventional foods

Dietary supplements (vitamins, minerals, herbs, and other nutritional substances)

But not to:

Medical foods

Exempt infant formulas