



# **Silliker Nutrient and Health Claims U.S. Regulatory Guide**

With Technical Content by  
Food Consulting Company



With over 40 years of experience and part of the Mérieux Alliance group of companies, Silliker, Inc. provides consulting, testing, auditing, research and education services that help assure food safety and nutrition worldwide. Log on to [www.silliker.com](http://www.silliker.com) to learn more about our safety and quality solutions.

# Silliker Nutrient and Health Claims U.S. Regulatory Guide

Label claims and statements can draw attention to products and increase product sales, but developing compliant claims can be tricky. This guidebook was developed to help product developers become familiar with the various types of label claims and statements available and recognize which is best suited to a product's nutritional attributes and marketing objectives.

**Nutrient Content Claims** describe directly or by implication the level of a nutrient or dietary substance in a serving.

**Statements of Fact** can be made on labels as long as they do not make a nutrient content claim or health claim or other claim that requires specific FDA authorization.

**Health Claims** characterize the ability of a nutrient or functional component to reduce the risk of disease or a health-related condition.

**Structure/Function Claims** describe the role of a nutrient or functional component in affecting or maintaining normal body structure or function or general well-being.

**Dietary Guidance Statements** typically explain the relationship between a group of foods (such as fruits and vegetables or whole grains) and health.

Regardless of the type of label claim or statement chosen, all labeling must be truthful and not misleading.



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