

Quick Claims Guide



Do's

- Do refer to temporary emotions ("lifts mood," "reduces irritability").
- Do use cosmetic claims ("cleanses," "improves appearance").
- Do use structure-function claims only with products labeled for internal use.
 - Use words such as "health," "wellness," "supports," "maintains," etc.
 - Refer to general body parts and systems ("for heart health," "supports the respiratory system").
 - Refer to normal conditions associated with a natural state or process ("morning sickness during pregnancy," "hot flashes during menopause").
 - Use qualifiers such as "mild," "typical," "normal," "occasional," or other words to distinguish a temporary or minor condition from a symptom of disease ("occasional stomach upset," "muscle soreness following exercise").
- Do use the FDA disclaimer only with structure-function claims.
- Do use the materials on the dōTERRA tools site and dōTERRA University.

Don'ts

- Don't use disease claims.
- Don't use words such as "disease," "illness," "cure," "treat," "repair," "chronic," etc.
- Don't refer to any disease or illness, such as cancer, diabetes, autism, cold, flu, etc.
- Don't refer to symptoms of disease such as coughing, sneezing, fever, etc.
- Don't recommend a product as a substitute for a drug.
- Don't recommend a product to augment a therapy or drug.
- Don't imply a disease claim through pictures or symbols.

Definitions

Cosmetic claims:	Claims that a product cleanses, beautifies, promotes attractiveness, or alters appearance.
Structure-function claims:	Claims that a product helps the body stay healthy and function normally or contributes to general wellbeing, e.g., "supports the immune system."
Disease/drug/medical claims:	Claims that a product diagnoses, prevents, treats, or cures disease.
Disease:	Damage to an organ, part, structure, or system of the body such that it does not function properly as from colds, flu, arthritis, cancer, depression, etc.
FDA disclaimer:	"These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease."

Quick Claims Guide

Disease Claim	Structure-Function Claim
Prevents, treats, cures any kind of sickness, illness, infection, disease, chronic condition, etc.	Supports, maintains, or improves health, wellness, or structures and functions of the body like the brain, the heart, the liver, muscles and joints, the respiratory system, cognitive function, etc.
Fights colds and flu	Supports the immune system
Relieves insomnia	Relieves occasional sleeplessness
Relieves headaches	Relieves head and neck tension
Soothes arthritis pain	Supports cartilage and joint function
Reduces depression and anxiety	Reduces sad and anxious feelings; also, helps you relax, calms emotions, soothes away tension, relieves restlessness, eliminates irritability
Lowers cholesterol	Maintains healthy cholesterol levels that are already within the normal range
For ear infections	For occasional ear discomfort
Helps fight obesity	Helps with weight loss plan
Helps with ADD/ADHD	Helps with focus and staying on task
For dementia and Alzheimer's	For mild memory problems associated with aging
For toxemia	For edema associated with pregnancy
For hyperemesis gravidarum	For ordinary morning sickness
Prevents osteoporosis	Supports bone health
Treats cystic acne	Treats mild acne
Relieves heartburn or acid indigestion (without further qualification)	Relieves occasional or mild heartburn or acid indigestion; also, for occasional upset stomach, aids digestion, and alleviates gas or bloating
For nausea (without further qualification)	For occasional nausea or motion sickness
Relieves constipation (without further qualification)	Relieves occasional constipation
Relieves pain (without further qualification)	Relieves minor pain or pain associated with non-disease states such as muscle pain following exercise
For chronic fatigue or daytime drowsiness	Helps restore mental alertness or wakefulness when experiencing fatigue or drowsiness
Fights germs, viruses, bacteria, or allergens	For seasonal or environmental threats
Prevents diabetes	Use as part of your diet to help maintain an already healthy blood sugar level
Along with better dietary and exercise patterns, can prevent conditions like heart disease, stroke, diabetes, and cancer.	Along with better dietary and exercise patterns, can contribute to disease prevention and better health.

Only use structure-function claims that are substantiated for the product being discussed. Not intended as substitutes. Based on examples from the FDA. See, Food and Drug Administration, "Guidance for Industry: Structure/Function Claims, Small Entity Compliance Guide," January 9, 2002.