

Can I Say That?

**A GUIDE TO ACCEPTABLE
PRODUCT CLAIMS**

Introduction

Determining what we can and cannot say about NSP products can be confusing at times. This pamphlet is designed to provide NSP members with several examples of product claims that are unacceptable under the law, as well as alternative structure-function claims that are acceptable as long as they are used in a manner that is truthful, not misleading and substantiated. As an independent business leader, you are ultimately responsible for how you run your business. We hope that this pamphlet will be helpful to you in that process.

Disclaimer

This pamphlet is provided to you as a service. The claims listed in this pamphlet are intended as a guide and do not represent a complete, comprehensive or exhaustive list of potential unacceptable or acceptable claims. In addition, the claims listed in this pamphlet as acceptable are subject to change without notice from NSP as a result of changes in federal, state or local laws, statutes, ordinances, rules or regulations. This pamphlet does not constitute legal advice from NSP. You should always consult with your own legal counsel when determining how to run your business, including how to apply the information contained in this pamphlet.





Circulatory System

Supplements DON'T

Supplements MAY*

Relieve chest pain	<ul style="list-style-type: none"> » Help maintain a healthy heart » May promote healthy circulatory function » May support cardiovascular health » Support blood flow » May support healthy blood flow » May promote healthy circulation
Prevent irregular heartbeat	<ul style="list-style-type: none"> » Support the heart muscle function » May promote a healthy heart
Lower blood pressure	<ul style="list-style-type: none"> » Maintain blood pressure already in the normal range » Maintain already normal range blood pressure » May support healthy blood pressure
Lower cholesterol	<ul style="list-style-type: none"> » Maintain already normal range cholesterol levels » May support normal range healthy cholesterol levels » Maintain cholesterol levels already in normal range
Improve cognitive function and memory	<ul style="list-style-type: none"> » Support cognitive function and diminish age-related memory loss » May promote healthy cognitive function » May support healthy mental function » May support memory » May support focus » Help maintain mental function as we age » Help maintain memory as we age » May support normal mental function as we age » Mild memory problems associated with aging
Eliminate liver spots and spider veins	<ul style="list-style-type: none"> » Help slow noticeable signs of aging on the skin » May support youthful looking skin
Treat glaucoma/ presbyopia	<ul style="list-style-type: none"> » Support healthy eye function » May support healthy vision » May support visual function

Unacceptable Claims

Acceptable Claims

- | | | | |
|--------------------------------------|--------------------------|----------------------------------|---|
| » Platelet aggregation | » Angina | » Nourish the circulatory system | » Support cardiovascular health |
| » Alzheimer's / Dementia | » Arrhythmia/Dysrhythmia | » Support cardiovascular health | » Promote optimal blood flow |
| » Atherosclerosis | » Stroke | » Help strengthen blood vessels | » Herbal support for a healthy circulatory system |
| » High blood pressure (hypertension) | | | |

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Glandular System

Supplements DON'T

Supplements MAY*

Help with obesity	<ul style="list-style-type: none"> » Assist in achieving meaningful weight loss when added to a suitable diet regimen and exercise program » May compliment a healthy diet » May support weight loss regiment
Offer anti-aging results	<ul style="list-style-type: none"> » Promote healthy skin » May promote healthy looking skin
Eliminate symptoms associated with menopause	<ul style="list-style-type: none"> » May be used to support menopausal women » May support the female glandular system » Used to support menopausal women
Support male potency	<ul style="list-style-type: none"> » May support sexual performance
Treat low libido and or restore sexual potency	<ul style="list-style-type: none"> » May support healthy sexual desire » Help improve sexual desire » Aid sexual desire
Support male fertility and erectile function	<ul style="list-style-type: none"> » May support the male glandular system » May support hormone balance in men as they age » May encourage male hormonal balance already in the normal range
Alleviate PMS symptoms	<ul style="list-style-type: none"> » May be used to support menopausal women » May support the female glandular system

Unacceptable Claims

- » Hyperthyroidism
- » Sexual dysfunction
- » Prevent nausea
- » Symptoms associated with pregnancy

Acceptable Claims

- » Help burn fat and boost energy
- » Help stimulate metabolism
- » Provide nutrients to nourish the body's glands
- » Support healthy weight loss and energy levels
- » Help boost metabolism / Support a healthy metabolism / Help increase metabolism
- » Nourishes the body's glands



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Hepatic System

Supplements DON'T

Supplements MAY*

Regulate blood sugar levels

- » Maintain already-normal blood sugar levels
- » Help maintain already normal-range blood sugar levels
- » May assist in maintaining already normal-range blood sugar levels
- » May support already normal-range blood sugar levels
- » May support healthy blood sugar levels
- » Maintain already-normal blood sugar levels

Prevent or treat toxemia

- » May support digestive and intestinal function
- » May support digestion
- » May assist with digestion
- » May support healthy digestion
- » May support healthy digestive and intestinal function
- » Support the digestive and intestinal systems

Purify the blood

- » May nutritionally support circulation
- » May nutritionally support circulatory health
- » May nutritionally promote healthy circulation
- » May nourish the circulatory health
- » May nutritionally support the blood
- » Nutritionally support the blood and general circulation

Detoxify the liver

- » May assist the detoxification of the liver
- » May nutritionally support detoxification
- » May support healthy liver function
- » May support liver health
- » Aid in detoxification of the liver

Unacceptable Claims

- » Gallstones
- » Fatty liver disease
- » Cirrhosis

Acceptable Claims

- » Support healthy liver function
- » Support digestive function



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Immune System

Supplements DON'T

Supplements MAY*

Fight illnesses and infections

- » May support immune function
- » May support your natural defenses
- » May support a healthy immune response
- » Support the immune system

Support the body's antiviral capabilities

- » May provide support against biological stressors
- » May support your body's response to biological stressors
- » Fight off biological stressors

Treat inflammation / Anti-inflammatory

- » May support your body's healthy inflammatory response due to exercise
- » Aid in a healthy inflammation response

Unacceptable Claims

- » HIV/AIDS
- » Cancer
- » Antibiotic
- » Cardiovascular Disease
- » Yeast infections

Acceptable Claims

- » Protect the body and contribute to better health
- » Research continues to show the benefits of a diet that includes a higher intake of antioxidant-rich fruits, vegetables and other whole foods
- » Antioxidants may supply a variety of healthful benefits
- » Modulates ATP production in specific cells.
- » Modulates blood supply to specific cells.
- » May assist your body and health / Support overall health
- » Diets high in antioxidant-rich fruits, vegetables and whole foods promote health / Diets high in antioxidant-rich fruits, vegetables and whole foods support healthy immune function
- » Antioxidants support overall health / Antioxidants fight free radical damage / Antioxidants protect against free radicals



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Intestinal System

Supplements DON'T

Supplements MAY*

Control populations of harmful bacteria in the body

- » May promote healthy balance of intestinal flora
- » May support gut health
- » Support a healthy gut microbiome
- » May supports a healthy balance of intestinal flora
- » Maintain intestinal flora

Provide relief of intestinal distress and pain

- » May relieve occasional intestinal discomfort
- » May support healthy intestinal function
- » Help alleviate occasional intestinal discomfort

Treat diarrhea or constipation

- » Promote normal bowel function
- » May promote healthy bowels
- » May support healthy bowels

Treat stomach and intestinal issues

- » May help with occasional stomach upset
- » May assist with occasional gas or bloating
- » May promote healthy digestion
- » Help with occasional stomach and intestinal issues

Work as a laxative

- » May support regularity
- » May promote regular bowel movements
- » Encourage normal elimination

Repair stomach (Leaky Gut)

- » Help with upset/sour stomach
- » May soothe occasional stomach upset

Unacceptable Claims

- » Treat impaction and parasites
- » Treat gastrointestinal diseases

Acceptable Claims

- » Support colon health
- » Help maintain intestinal flora
- » Support the intestinal system
- » Help the body process nutrients
- » Promote a healthy colon
- » Support gut health / Support a healthy gut microbiome / Support healthy balance of intestinal flora
- » Support intestinal function / Support healthy intestines
- » Support healthy absorption of nutrients / Promote normal absorption of nutrients / May assist the body absorb nutrients



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Nervous System

Supplements DON'T

Supplements MAY*

Replace your sleep aid

- » Help with occasional sleeplessness
- » May support healthy rest
- » May support healthy sleep
- » May promote restful sleep
- » Natural Sleeping Aid –when occasional sleeplessness occurs

Treat irritability

- » Encourage a calm feeling
- » May promote a sense of calm
- » May provide a sense of relaxation
- » Help you unwind

Help with emotional healing

- » Support emotional well-being
- » May support a healthy emotional state
- » May promote healthy emotional balance

Relieve anxiety

- » Offer nutrition that assists with situational anxiety
- » May provide nutritional support for situational anxiety
- » May assist with situational anxiety
- » May help relieve occasional anxiety
- » May support your body's response to situational anxiety
- » May promote a healthy response to occasional anxiety

Treat mood in times of stress and trauma

- » Help with nervous irritability
- » May help you relax and unwind

Treat pain

- » Gently soothe away the tension
- » May relieve occasional tension

Unacceptable Claims

- » Anti-depressant
- » Tranquilizer
- » Insomnia
- » Tension headaches

Acceptable Claims

- » Promote restful sleep
- » Provide natural support for nervous system
- » Help in times of stress and tension
- » Promote healthy sleep / Support normal rest
- » Provides nutritional support for the nervous system /Nourishes the nervous system / Supports the healthy function of the nervous system
- » Help with occasional anxiety or stress



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Respiratory System

Supplements DON'T

Supplements MAY*

Treat allergies

- » Assist with seasonal changes
- » May support your body through seasonal changes
- » May promote healthy respiratory function
- » May promote normal respiratory function

Treat respiratory/sinus problems

- » Help with air quality concerns
- » May support the body's respiratory defenses

Eliminate nasal congestion

- » Encourage proper nasal function
- » May support healthy nasal passages
- » May support normal breathing

Offer relief for bronchial issues

- » Help maintain healthy lung function
- » May support healthy lungs
- » May promote healthy lung function
- » May support normal breathing
- » May supports healthy oxygen levels

Protect against germs, viruses and pollutants that can make you sick

- » Support the body when it is under assault by the environment
- » May assist the body's response to airborne substances

Maintain mucous membranes to combat the effects of allergies

- » Maintain mucous membrane balance
- » May support healthy mucous membranes
- » May promote mucous membrane health

Unacceptable Claims

- » Expectorant
- » Relief of bronchospasm
- » Smoking cessation aid

Acceptable Claims

- » Support healthy lung function
- » Support the bronchial system
- » Support lungs and sinuses
- » Support normal breathing



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Structural System

Supplements DON'T

Supplements MAY*

Prevent joint pain	<ul style="list-style-type: none"> » Support healthy joint and cartilage function » May promote healthy joints » May support mobility » May support flexibility » May support a more active lifestyle » Provide nutrients that may strengthen bones, joints and connective tissues
Promote the healing of injuries	<ul style="list-style-type: none"> » Promote the recovery process » May support healthy muscles » May relieve occasional discomfort associated with exercise » May nutritionally support muscle recovery » Provide nutrients needed to build healthy muscles » May provide essential nutrition to support muscle recovery
Stimulate repair of damaged cartilage	<ul style="list-style-type: none"> » Help support cartilage » Promote the integrity of joints » May promote healthy joints » May support the health and function of cartilage in the joints » May support the healthy function of cartilage to cushion joints
Treat severe and persistent muscle spasms	<ul style="list-style-type: none"> » Help suppress occasional muscle spasms » May promote healthy muscle function » May provide nutrients to support healthy muscle function » May relieve occasional muscle spasms
Work as an analgesic	<ul style="list-style-type: none"> » Help with muscle pain (after exercise) » May help soothe muscles after use » May help relieve occasional discomfort associated with physical activity » May help relieve sore, overused muscles » May alleviate occasional discomfort due to exercise » May relieve muscles following strenuous activity
Help with chronic pain	<ul style="list-style-type: none"> » May support a more active lifestyle » May support increase activity levels » May nutritionally support a more active lifestyle

Unacceptable Claims

- » Reduce swelling and water retention
- » Prevent seizures
- » Anticonvulsant
- » Tension headaches

Acceptable Claims

- » Support joint flexibility
- » Provide natural support for the nervous system
- » Provide support for joint mobility
- » Promote healthy flexibility / Support healthy mobility / Support a natural range of motion / Support a healthy range of motion

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Urinary System

Supplements DON'T

Supplements MAY*

Work as a diuretic

- » Traditionally used as a diuretic
- » May support healthy urination
- » May support healthy kidney and bladder function
- » May encourage normal urination
- » May support proper urinary flow

Deter bacteria from adhering to the wall of the bladder and urinary tract

- » Nutritionally support the health of the urinary tract
- » May nourish the kidneys
- » May nourish the bladder

Unacceptable Claims

- » Help fight urinary tract infections
- » Alleviate symptoms of kidney infection
- » Kidney Stones
- » Blood in the urine
- » Incontinence

Acceptable Claims

- » Nutritionally support the health of the urinary tract
- » Support kidney health and function
- » Help promote proper urinary function
- » Nutritionally support the health of the urinary tract
- » Support detoxification through healthy kidney function
- » Help maintain healthy function of the urinary system / Promote healthy function of the urinary system



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Digestive System

Supplements DON'T

Supplements MAY*

Alleviate bloating, gas or stomach pain	<ul style="list-style-type: none"> » May aid digestion » May encourage proper digestion » May promote healthy digestion » May promote normal digestion » Help promote digestion
Provide Heartburn relief	<ul style="list-style-type: none"> » Helps relieve occasional heartburn » Helps reduce occasional heartburn » Assist with occasional heartburn
Fix an unhealthy colon	<ul style="list-style-type: none"> » May promote healthy gastrointestinal function » May support gastrointestinal health » Aid with gastrointestinal issues
Repair stomach (Leaky Gut)	<ul style="list-style-type: none"> » May soothe occasional stomach upset » Help with upset/sour stomach
Deal with microorganisms, viruses, bacteria, allergens, molds, toxins, or parasites	<ul style="list-style-type: none"> » Help fight outside invaders (or) foreign invaders » May help fight foreign invaders » May help against unfriendly invaders
Treat gallbladder dysfunction	<ul style="list-style-type: none"> » Encourage the secretion of digestive juices, resulting in improved digestion » May improve digestion by encouraging secretion of digestive juices » May promote/support healthy digestion by encouraging secretion of digestive juices
Treat diarrhea or constipation	<ul style="list-style-type: none"> » Help alleviate occasional intestinal distress » May support healthy intestinal function » May promote healthy intestines

Unacceptable Claims

- » Irritable bowel syndrome
- » Crohn's disease
- » Duodenal lesions
- » Ulcerative colitis
- » Inflammatory bowel conditions
- » Gastroesophageal reflux disease (GERD)

Acceptable Claims

- » May be used as a digestive aid
- » Help reintroduce friendly bacteria, creating an optimal balance
- » May be used for relief of occasional constipation, acid indigestion, gas, bloating, or pressure.
- » May use as a digestive aid / Support digestion / Support healthy digestion / May improve digestion
- » Provides friendly bacteria to support a healthy gut balance / Supports the healthy balance of bacteria in the gut / Helps replenish friendly bacteria in the gut to support an optimal balance
- » Relieve occasional constipation, gas, bloating, pressure or acid indigestion

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Mental & Emotional Health

Supplements DON'T

Supplements MAY*

Combat anxiety	<ul style="list-style-type: none"> » Help improve resistance towards stress and occasional anxiety » May help deal with occasional stress or anxiety » May promote a sense of calm » May provide a sense of well-being » May help you relax
Stabilize mood	<ul style="list-style-type: none"> » Assist with occasional stress » May relieve occasional stress » May nutritionally support your body's stress response » May provide nutrients that help your body deal with occasional stress » May help you unwind
Treat paranoia or depression	<ul style="list-style-type: none"> » Promote a feeling of confidence and wellbeing » May promote as sense of peace
Decrease memory loss	<ul style="list-style-type: none"> » Is traditionally used to support mental health and improve memory » May support mental function » May support cognitive function » May support brain health and function
Rebuild brain cells	<ul style="list-style-type: none"> » Promote optimal circulation to the brain » May provide the brain with needed nutrients
Stimulate brain activity	<ul style="list-style-type: none"> » Help support and protect proper brain function » Promote brain health » May provide nutrients that protect the brain » May support the healthy function of the brain

Unacceptable Claims

- » Dementia
- » Mood Swings
- » Alleviate depression
- » Relieve headaches/migraines
- » Alleviate PTSD
- » ADD/ADHD

Acceptable Claims

- » May be used for occasional stress
- » May increase empathy and compassion
- » May help release suppressed emotion
- » Improve feelings of well-being
- » Support cognitive function
- » Encourage restful, balanced mental activity
- » Provide a sense of peace/calm/well-being/relaxation/unwind
- » Support emotional balance
- » Support emotional well-being
- » Promote a sense of calm/peace/may help relieve tension
- » Support mental function/promote brain health
- » Support healthy mental activity/promote normal mental function

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General Health

Supplements ARE NOT

Supplements ARE*

Herbal remedies	» Herbal supplements
Natural medicine	» Natural supplements
Herbal medicine	» Herbal formulas
Doses	» Servings
For disinfecting	» For cleansing
For reversing skin damage	» For helping support healthy skin

Unacceptable Claims

Acceptable Claims

- » Alopecia
- » Ailments
- » Diseases
- » Treat
- » Impairment
- » Protects / Improves

- » Traditionally used for . . .
- » Historically consumed for . . .
- » Maintains a healthy . . .
- » Helps improve . . .
- » Supports ...



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HEMP-DERIVED CBD





HEMP-DERIVED CBD

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Hemp-Derived CBD

Supplements DON'T

Supplements MAY*

Help with ANXIETY

- » Boost energy
- » Support body and mind
- » Promote a feeling of calm
- » Soothe the mind

Help with DEPRESSION

- » Support an improved mood
- » Support emotional balance
- » Support an overall sense of wellbeing

Help with STRESS

- » Help you to maintain focus
- » Support body and mind
- » Support a feeling of restoration

Help with SLEEP

- » Promote a feeling of relaxation
- » Promote a feeling of calm
- » Promote a feeling of peace

Help with INFLAMMATION

- » Support the body
- » Support the endocannabinoid system

Help with PAIN/CHRONIC PAIN

- » Support the body
- » Support the endocannabinoid system

Unacceptable Claims

Acceptable Claims

- » Anxiety
- » Depression
- » Stress
- » Inflammation
- » Sleep
- » Pain/chronic pain
- » Epilepsy

- » Supports an improved mood
- » Boost energy
- » Helps you maintain focus
- » Support the endocannabinoid system
- » Energy
- » Promotes a feeling of relaxation
- » Supports a feeling of restoration
- » Supports the body's flexibility
- » Supports an overall sense of well-being
- » Helps support an active lifestyle
- » Encourage healthy circulatory function
- » Calms
- » Soothes
- » Restores
- » Mood
- » Focus
- » Supports body and mind
- » Provide antioxidant support
- » Support nervous system health
- » Promotes a feeling of peace
- » Supports mobility



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Hemp-Derived CBD Cosmetics

Cosmetics DON'T

Cosmetics MAY*

Help with PAIN/CHRONIC PAIN

- » Support the body
- » Penetrates deep below the skin's surface

Help with INFLAMMATION

- » Support the body
- » Penetrates deep below the skin's surface

Help with ACHES/PAIN in muscles

- » Support the body
- » Penetrates deep below the skin's surface

Help with ACHES/PAIN in joints

- » Support the body
- » Penetrates deep below the skin's surface

Unacceptable Claims

Acceptable Claims

- » Inflammation
- » Pain/chronic pain
- » Joint pain
- » Muscle pain
- » Arthritis

- » Provides a cooling sensation
- » Penetrates deeply into tissues for soothing relief
- » Supports the body
- » Supports next level recovery
- » Calms
- » Soothes
- » Restores



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**NATURE'S
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