

List of Health Supplement Claims

Health Supplements can come with claims that support or maintain health, well-being or physiological process. These claims can be classified as general claims, or specific claims to maintain or enhance a specific body function or structure. The list below can be used as a general guide on permissible health supplement claims.

General health claims
For general health/health support/health maintenance Support/promote/maintain health A factor in the maintenance of good health Provides/source of antioxidants for maintenance of good health For healthy growth and development Helps normal growth and development Helps the body to metabolize carbohydrates/proteins/fats For maintenance of men's health For maintenance of women's health Provides/Source of fatty acids/omega acids for the maintenance of good health
Specific health claims
For cardiovascular/circulatory health
Support/promote blood circulation For healthy blood circulation Support peripheral circulation Support/promote/maintain heart/cardiovascular health For a healthy heart and cardiovascular system For healthy blood sugar levels For healthy blood cholesterol levels
For gastric/digestive health
Support/promote/maintain healthy digestion Support/promote/maintain digestive health/digestive system/gut Source of fibre for the maintenance of good health As a digestive aid Support regular bowel movements Support/promote/maintain liver health
For immune support
For immune health Support/promote/maintain immune health
For exercise performance/weight management
Support/maintain/promote vitality Support/promote physical performance/muscle recovery Helps to overcome/relieve general weakness/fatigue/tiredness Support/promote/maintain healthy body weight

For exercise performance/weight management
Helps in weight management/to lose weight A complement to a healthy lifestyle and regular physical activity for individuals involved in a weight management program Help/support fat metabolism
For reproductive/urinary health
Support health during pregnancy Help relieve/manage mild discomfort/climacteric symptoms associated with menopause (e.g. hot flushes) Help/support healthy mood balance during menopause Help/support prostate health Support/promote/maintain urinary health
For bone and joint health
Support/promote/maintain joint health/healthy joints Support/promote/maintain bone health/healthy bones Support/promote/maintain healthy muscles Support/promote/maintain joint cartilage Assist in maintaining joint mobility
For cognitive/mental health
Support/promote/maintain cognitive health/brain functions/brain health Support blood circulation to the brain Help/support cognitive function in older adults Helps with concentration/focus Help/promote healthy mood balance Support/promote restful sleep
For eye and skin health
Support/maintain eye health/healthy vision Support/promote/maintain healthy complexion Support/promote/maintain healthy skin/hair/nails

Note:

The use of these health claims should not convey misleading messages that could lead to inappropriate use of the product or bring undue harm to the public.

Companies/dealers are responsible for determining that the claims made on their products are accurate and truthful, and can be substantiated with good quality evidence. In addition, whether a claim is acceptable on an advertisement would require consideration of the advertisement and its context in its entirety.