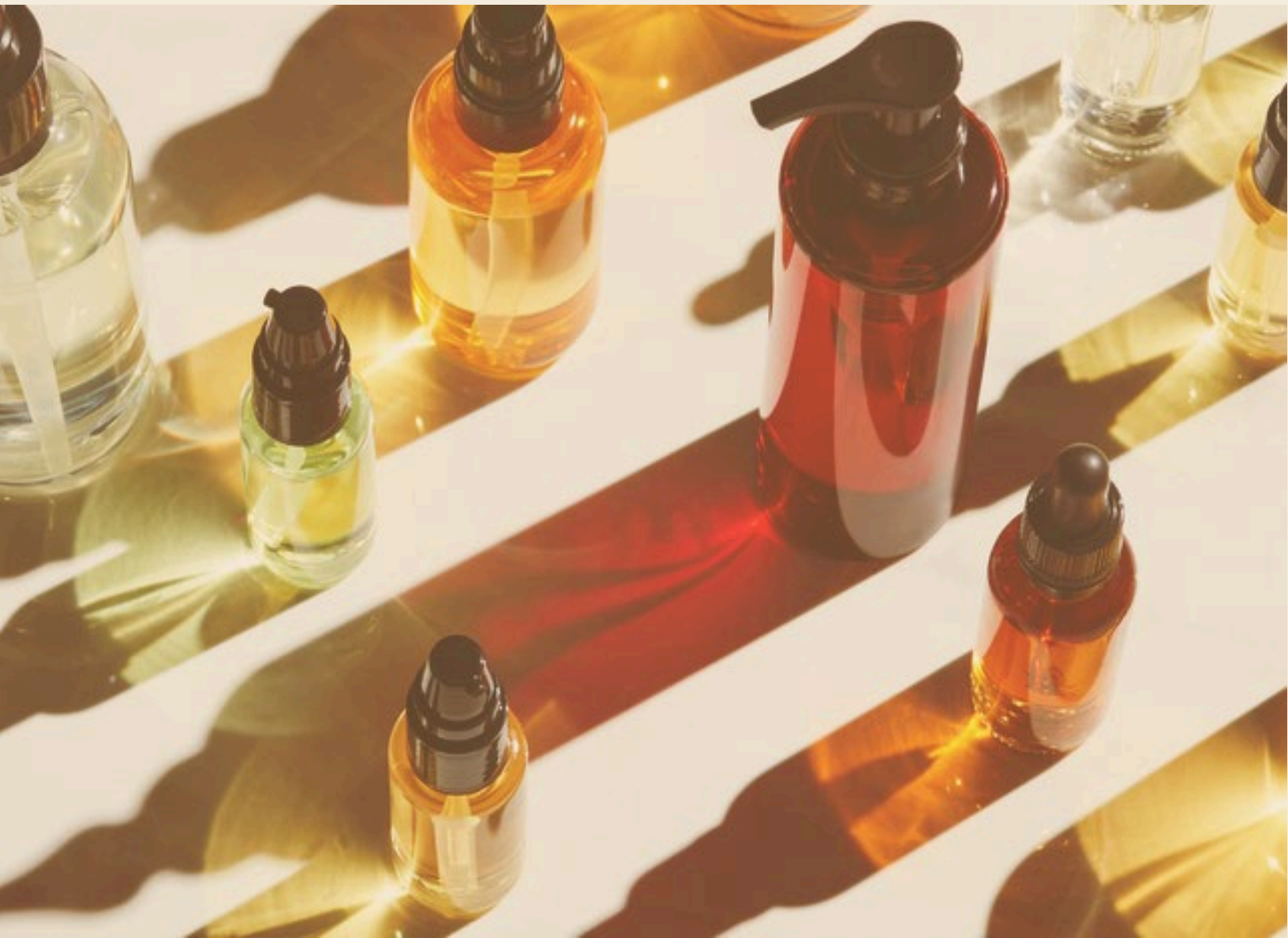


# EMBLOSSOM

## **Herbal Product Labeling Guide for Foods, Supplements, and Cosmetics**



# The Fine Print

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# Basic label anatomy

For cosmetics, foods, and supplements

Principal display panel  
(PDP)

Information  
panel



Cosmetic label example

Directions for use: Apply a few drops to your face every morning.

Anything else you want to say.....



Lot #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

**Emblossom  
Herbals**

Garden Glow

Facial Toner

4 Fl oz. (118 ml)

Ingredients: Witch hazel extract, rose water, calendula flower extract, yarrow flower extract.

Manufactured by:  
Emblossom Herbals  
92 Branch St  
Oakland, CA 01010

Certified organic by Oakland  
Organic Certifiers

**Other information  
(can be anywhere  
on package):**

Directions for use  
Safety information  
Lot number  
Expiration date

**PDP elements:**

Company Name\*\*  
Product Name\*\*  
Product Identity\*\*  
Claim statement  
Net contents/weight\*\*

**Info panel elements:**

Fact panel (for foods  
& supplements)\*\*  
Ingredients\*\*  
Company name and  
street address\*\*

**Panel locations:**

The PDP is the panel most likely to be seen by consumers at the point of purchase. The information panel is the nearest panel to the right of the PDP that can accommodate the required information.

\*\*= required element

# Food & Supplement labels

## Food label example

Directions: Pour contents into a sauce pan and bring to a simmer on the stove.

Anything else you want to say.....



Lot #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

## Emblossom Herbals

### Nettle & Moringa Soup

16 Fl oz. (470 ml)

Nutrition Facts	
servings per container	
Serving size 8 oz (227g)	
Amount per serving	
<b>Calories</b>	<b>120</b>
% Daily Value*	
Total Fat 3g	4%
Saturated Fat 0.5g	3%
Trans Fat 3g	
Cholesterol 20mg	7%
Sodium 1040mg	45%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	4%
Total Sugars 3g	
Includes 1g Added Sugars	6%
Protein 6g	
Vitamin D 0mcg	0%
Calcium 24mg	2%
Iron 1mg	6%
Potassium 134mg	2%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, nettles, moringa leaf, onions, soybean oil, salt.

**Contains:** soy

Manufactured by:  
Emblossom Herbals  
92 Branch St  
Oakland, CA 0101

## Supplement label example

Instruction: Pour 8 ounces of boiling water over one tea bag in a cup. Steep for 15 minutes.

Caution: If pregnant or taking medications, talk to your healthcare provider prior to use.

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Lot #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

## Emblossom Herbals

### Organic Nettle & Raspberry leaf tea

Herbal Supplement  
Net wt 1.4 oz. (40 g)

Supplement Facts		
Serving Size 1 tea bag		
Servings per Container 20		
	Amount per Serving	% DV
Organic Stinging Nettle Leaf	500 mg	†
Organic Raspberry Leaf	250 mg	†
<b>Proprietary blend</b>	1250 mg	†
Organic Rose Hips		†
Organic Fennel Seed		†
Organic Lemongrass Leaf		†

† Daily Value (DV) not established.

Other ingredients: Lemon essential oil

Manufactured by:  
Emblossom Herbals  
92 Branch St  
Oakland, CA 0101

Certified organic by CCOF

# Cosmetic label checklist

## Information on Principal Display Panel (PDP)

- Company Name
- Product Name
- Product Identity
- Claim statement (*optional*)
- Net contents/weight
  - Listed in U.S. and metric measurement units
  - Placed on the bottom 1/3 of the PDP
  - Printed in the correct font size, based on PDP size

## Information on Information Panel

- Ingredients listed in order by weight in product
  - Ingredients are printed in required font size, based on label size
- Company name and street address listed
- Information is listed in this order: Ingredients, company name and address.  
Any other information, such as certifications, is listed after the address.

## Other information to include

- Directions for use (*optional, but recommended*)
- Space for lot number (*optional, but highly recommended*)
- Space for expiration date (*optional*)
- UPC, if needed for stores (*optional*)

# Food label checklist

## Information on Principal Display Panel (PDP)

- Company Name
- Product Name
- Product Identity
- Claim statement (optional)
- Net contents/weight
  - Listed in U.S. and metric measurement units
  - Placed on the bottom 1/3 of the PDP
  - Printed in the correct font size, based on PDP size

## Information on Information Panel

- Nutrition Facts panel
  - Panel formatted according to FDA guidelines
    - Font sizes are according to guidelines
    - Line thicknesses according to guidelines
    - All required nutrients are listed
    - Nutrient amounts and percentages have been rounded according to FDA rounding rules
- Ingredients, listed in order by weight in the product
  - Ingredients are printed in the required font size, based on label size
- Any major allergens in the product are listed with the word “Contains.”
  - Allergens that must be listed are: Milk, Eggs, Fish, Shellfish, Tree nuts, Wheat, Peanuts, Soybeans, Sesame
- Company name and street address
- Information is listed in this order: Nutrition Facts panel, ingredients, allergens (if any), company name and address. Any other information, such as certifications, is listed after the address.
- Information on allergens in the facility may be listed as: “Made in a facility that also processes [allergen],” or “Made on equipment that also processes [allergen].” (optional)

## Other information to include

- Directions for use
- Space for the lot number (required)
- Space for the expiration/”best by” date (required)
- UPC, if needed for stores (optional)

# Supplement label checklist

## Information on Principal Display Panel (PDP)

- Company Name
- Product Name
- Product Identity (either “Herbal Supplement” or “Dietary Supplement”)
- Claim statement (*optional*)
  - Any claim statement is followed by an asterisk to link to FDA disclaimer
- Net contents/weight
  - Listed in U.S. and metric measurement units
  - Placed on the bottom 1/3 of the PDP
  - Printed in the correct font size, based on PDP size

## Information on Information Panel

- Supplement Facts panel
  - Panel formatted according to FDA guidelines
    - Font sizes are according to guidelines
    - Line thicknesses according to guidelines
    - All required nutrients are listed (if applicable)
    - Nutrient amounts and percentages (if applicable) have been rounded according to FDA rounding rules
- “Other Ingredients” that are not in the supplement facts panel are listed in order by weight in product.
  - Every ingredient in the product is listed, no matter how small the amount.
  - Other Ingredients are printed in the required font size, based on label size
- Any major allergens in product are listed with the word, “Contains.”
  - Allergens that must be listed are: Milk, eggs, fish, shellfish, tree nuts, wheat, peanuts, soybeans, sesame.
- Company name and street address.
- Information is listed in this order: Supplement Facts panel, Other Ingredients, allergens (if any), company name and address. Any other information, such as certifications, is listed after the address.
- Information on allergens in the facility may be listed as: “Made in a facility that also processes [allergen],” or “Made on equipment that also processes [allergen].” (*optional*)

## Other information to include

- FDA disclaimer (required if any claims are made)
  - Surrounded by a hairline box
  - Font size is at least 1/16”
  - Asterisk to link statement to any claims
- Directions for use
- Safety information, including any known cautions or contraindications for safe use of the product.
- Space for lot number (*required*)
- Space for expiration date (*optional*)
- UPC, if needed for stores (*optional*)

# Fact Panel Formatting Guidelines

## Formatting for standard fact panels

### Nutrition Facts example

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vit. D 2mcg 10%    •    Calcium 260mg 20%	
Iron 8mg 45%     •    Potas. 235mg 6%	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Annotations for Nutrition Facts example:

- No smaller than 10 pt with 1 pt of leading
- Bold, no smaller than 10 pt<sup>1</sup>
- Bold, no smaller than 6 pt
- Bold, no smaller than 16 pt
- 3 pt rule
- No smaller than 8 pt with 4 pt of leading<sup>2</sup>
- Bold, no smaller than 8 pt with 4 pt of leading<sup>3</sup>
- ¼ pt rule centered between nutrients (2 pt leading above and below)
- Shortened rule above Added Sugars declaration
- No smaller than 6 pt with 1 pt of leading
- Bold, no smaller than all other point sizes except numerical value for "Calories"
- 7 pt rule
- Bold, no smaller than 22 pt
- Bold, no smaller than 6 pt
- Bold, no smaller than 8 pt<sup>4</sup>
- All labels enclosed by ½ point box rule within 3 point of text measure
- 7 pt rule
- No smaller than 8 pt with 4 pt of leading and 8 pt bullets<sup>5</sup>

### Supplement Facts example

<b>Supplement Facts</b>		
Serving Size 2 tsp (10 ml)		
Servings per Container 12		
	<b>Amount per Serving</b>	<b>% DV</b>
<b>Calories</b>	40	
<b>Total Carbohydrate</b>	7 g	3%*
<b>Total Sugars</b>	6 g	†
Includes 6g Added Sugars		12%*
<b>Proprietary Herbal Extract Blend</b>	10 ml	†
Elderberry fruit, Ginger root, Rose hips, Cinnamon bark.		
* Percent Daily Values (DV) are based on a 2,000 calorie diet.		
† Daily Value (DV) not established.		
Other ingredients: Honey, Water, Lemon juice.		

Annotations for Supplement Facts example:

- Bold, no smaller than all other point sizes. Font set the full width of the panel.
- No smaller than 8 points
- No smaller than 6 points
- No smaller than 8 points
- Proprietary blend name in bold No smaller than 8 points
- No smaller than 6 points
- No smaller than 8 points
- Panel enclosed by a ½ pt box
- 7 point rule
- 3 point rule
- ¼ pt rule centered between nutrients (2 pt leading above and below)
- If present, line above added sugars is shortened on left
- 7 point rule
- 7 point rule



# Fact Panel Formatting Guidelines

The types of fact panel that you can use are determined by your label size. Multiply the height x width to get the area of your label.

## Label size guide:

Large = over 40 sq. inches (use the standard panel)

Intermediate = 12-40 sq. inches

Small = under 12 sq. inches

## Tabular formatting for small or intermediate labels

**Nutrition Facts**

Amount/serving	% DV	Amount/serving	% DV
<b>Total Fat</b> 2g	<b>3%</b>	<b>Total Carb.</b> 15g	<b>5%</b>
Sat. Fat 1g	<b>5%</b>	Fiber 0g	<b>0%</b>
<i>Trans Fat</i> 0.5g		Total Sugars 14g	
<b>Cholesterol</b> 10mg	<b>3%</b>	Incl. 13g Added Sugars	<b>26%</b>
<b>Sodium</b> 200mg	<b>9%</b>	<b>Protein</b> 3g	
Vitamin D 0% • Calcium 6% • Iron 6% • Potassium 10%			

5 servings per container

**Serving size** 1/6 cup (28g)

**Calories per serving** **90**

Annotations:
 

- Nutrition Facts**: Bold, no smaller than all other point sizes except numerical value for "Calories"
- Total Fat**, **Total Carb.**: Bold, no smaller than 6 pt
- 5 servings per container**: No smaller than 9 pt
- Serving size**: Bold, no smaller than 9 pt<sup>1</sup>
- Calories per serving**: Bold, no smaller than 10 pt for "Calories"
- Total Carb.**, **Protein**: Bold, no smaller than 8 pt<sup>2</sup>
- Total Sugars 14g: No smaller than 8 pt<sup>3</sup>
- Total Fat**, **Sodium**: Bold, no smaller than 14 pt
- 3%**, **5%**, **9%**: No smaller than 8 pt<sup>5</sup>
- Protein**: Bold, no smaller than 8 pt<sup>4</sup>

## Linear formatting for small or intermediate labels

**Nutrition Facts**

Servings: 12, **Serv. size: 1 mint (2g),**

Amount per serving: **Calories 5**, **Total Fat** 0g (0% DV), Sat. Fat 0g (0% DV), **Trans Fat** 0g, **Cholest.** 0mg (0% DV), **Sodium** 0mg (0% DV), **Total Carb.** 2g (1% DV), Fiber 0g (0% DV), Total Sugars 2g (Incl. 2g Added Sugars, 4% DV), **Protein** 0g, Vit. D (0% DV), Calcium (0% DV), Iron (0% DV), Potas. (6% DV).

Annotations:
 

- Nutrition Facts**: Bold, no smaller than all other point sizes except numerical value for "Calories"
- Servings: "Servings": No smaller than 9 pt
- Serv. size: 1 mint (2g)**: "Serving size": Bold, no smaller than 9 pt<sup>1</sup>
- Calories 5**: "Calories": Bold, no smaller than 10 pt
- Amount per serving: "Amount per serving": No smaller than 6 pt
- Calories 5**: Number of calories: Bold, no smaller than 14 pt
- Total Fat**: No smaller than 8 pt<sup>2</sup>
- Protein**: Bold, no smaller than 8 pt<sup>3</sup>

These examples are for Nutrition Facts, but the formatting guidelines are generally the same for Supplement Facts. See the Resources section for links to more examples.

# Resources and references

Resource	Where to find
AHPA's Dietary Supplement Labeling Guide	<a href="http://www.ahpa.org/Portals/0/PDFs/Policies/Guidance-Documents/AHPA_Herbal_Supplements_Labeling_Guide.pdf">http://www.ahpa.org/Portals/0/PDFs/Policies/Guidance-Documents/AHPA_Herbal_Supplements_Labeling_Guide.pdf</a>
FDA Food Labeling Guide	<a href="https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide">https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide</a>
FDA Cosmetic Labeling Guide	<a href="https://www.fda.gov/cosmetics/cosmetics-labeling/cosmetics-labeling-regulations">https://www.fda.gov/cosmetics/cosmetics-labeling/cosmetics-labeling-regulations</a>
FDA + ICMAD Cosmetic Labeling Guide	<a href="http://www.makingcosmetics.com/articles/ICMAD-Simplified-Guide-to-Cosmetic-Labeling.pdf">http://www.makingcosmetics.com/articles/ICMAD-Simplified-Guide-to-Cosmetic-Labeling.pdf</a>
FDA Nutrition Fact panel examples	<a href="https://www.fda.gov/media/99203/download">https://www.fda.gov/media/99203/download</a>
FDA Nutrition Fact panel formatting	<a href="https://www.fda.gov/media/99151/download">https://www.fda.gov/media/99151/download</a>
FDA Supplement Fact panel examples	<a href="https://www.fda.gov/media/99158/download">https://www.fda.gov/media/99158/download</a>

