

# Quick Claims Guide



## Do's

- Do use cosmetic and structure-function claims.
- Do use words such as “cleanses,” “improves appearance,” etc.
- Do use words such as “health,” “wellness,” “supports,” “maintains,” etc.
- Do refer to general body parts and systems (“for heart health,” “supports the respiratory system”).
- Do refer to temporary emotions (“lifts mood,” “reduces irritability”).
- Do refer to normal conditions associated with a natural state or process (“morning sickness during pregnancy,” “hot flashes during menopause”).
- Do 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 materials on the dōTERRA® tools site and dōTERRA University.
- Do use the FDA disclaimer.

## 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

|                                     |  |
|-------------------------------------|--|
| <b>Cosmetic claims:</b>             | Claims that a product cleanses, beautifies, promotes attractiveness, or alters appearance.   |
| <b>Structure-function claims:</b>   | Claims that a product helps the body stay healthy and function normally or contributes to general wellbeing, e.g., “supports the immune system.”           |
| <b>Disease/drug/medical claims:</b> | Claims that a product diagnoses, prevents, treats, or cures disease.   |
| <b>Disease:</b>                     | 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. |
| <b>FDA disclaimer:</b>              | “These statements have not been evaluated by the Federal Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease.”  |

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| 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.  |

*Based on examples from the FDA. Not intended as substitutes. Only use structure-function claims that are substantiated for the product being discussed.*