

# LABELLING OF NATURAL PRODUCTS

## THE UNITED STATES MARKET

**Nutrition Facts**  
Serving Size: 1 cup (100g)  
Servings Per Container: about 2

Amount Per Serving		% Daily Value*
<b>Calories</b> 250	Calories from Fat 110	
<b>Total Fat</b> 12g		18%
Saturated Fat 3g		15%
Trans Fat 3g		
<b>Cholesterol</b> 30mg		10%
<b>Sodium</b> 470mg		20%
<b>Total Carbohydrate</b> 31g		10%
Dietary Fiber 5g		8%
Sugars 5g		
<b>Proteins</b> 5g		
Vitamin A		4%
Vitamin C		2%
Calcium		10%
Iron		4%

\*Percent Daily Values are based on a diet of other people's secrets.

**Supplement Facts**  
Serving Size: 1/2 cup (96g)  
Servings Per Container: 4

Amount Per Serving		% Daily Value
<b>Calories</b> 130	Calories	
<b>Total Fat</b> 5g	Total Fat	10%
Saturated Fat 0g	Saturated Fat	0%
Trans Fat 0g	Trans Fat	0%
<b>Cholesterol</b> 0mg	Cholesterol	0%
<b>Sodium</b> 65mg	Sodium	13%
<b>Total Carbohydrate</b> 23g	Total Carbohydrate	46%
Dietary Fiber 3g	Dietary Fiber	6%
Sugars 18g	Sugars	36%
<b>Protein</b> 1g	Protein	2%
Vitamin A 6%	Vitamin A	
Calcium 2%	Calcium	
Vitamin B6 1%	Vitamin B6	
Iron 1%	Iron	





# LABELLING OF NATURAL PRODUCTS

THE UNITED STATES MARKET

## Abstract for trade information services

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International Trade Centre (ITC)

### **Labelling of Natural Products: The United States Market**

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Doc. No. MAR-11-210.E

Guide focusing on sustainability certification and labelling requirements of finished natural products in the United States - covers all categories of natural products, namely cosmetics, herbal dietary supplement, health food, and herbal drugs; provides a typology of labels used in the U.S. natural products market and how they fit into a number of different regulatory frameworks; outlines the Fair Packaging and Labeling Act requirements; explains how website content is regulated and highlights the respective jurisdictions; provides information on the labelling requirements of private voluntary certification schemes relevant to natural products.

Descriptors: **Labelling, Certification, Private Standards, Organic Products.**

For further information on this technical paper, contact Mr Alexander Kasterine (Kasterine@intracen.org)

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English, Spanish (separate editions)

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## Sustainability Market Guides

This is part of a series of Sustainability Market Guides produced under ITC's Trade, Climate Change and Environment Programme (TCCEP), financed by the Government of Denmark.

The series aims to guide exporters, civil society and policymakers on trends and practical guidance about the growing market for sustainably produced goods and services.

For further information about this series and the TCCEP, please contact Alexander Kasterine at [kasterine@intracen.org](mailto:kasterine@intracen.org).



## Contents

Acknowledgements	iii
Sustainability Market Guides	iii
Acronyms	vii
Executive summary	ix
1. Types of labels	1
1.1. FDA labelling requirements for cosmetics (non-drug and drug), drugs (conventional and homoeopathic drugs), foods (conventional foods, dietary supplements and medical foods)	2
1.1.1. Labelling requirements for non-drug cosmetic products	2
1.1.2. Labelling requirements for food products	4
1.1.3. Labelling requirements for drug products	11
1.2. USDA labelling requirements for certified organic products	14
2. Fair Packaging and Labeling Act (FPLA)	15
3. Website content: advertising or labelling or both?	15
4. Labelling requirements for finished products with certifications	17
4.1. Labelling requirements for finished products with ecological certification	17
4.1.1. Demeter Biodynamic® labelling	17
4.1.2. NOP organic labelling	18
4.2. Labelling requirements for finished products with religious certification	18
4.2.1. Halal labelling	19
4.2.2. Kosher labelling	19
4.3. Labelling requirements for finished products with social certification	20
4.3.1. Fair Trade USA labelling	21
4.3.2. FWF FairWild labelling	22
4.3.3. IMO Fair for Life labelling	23
4.3.4. Rainforest Alliance labelling	24

Figure 1	Example of drug facts, nutrition facts and supplement facts for the information panel	1
Figure 2	USDA Organic Seal	1
Figure 3	Example of voluntary labelling marks for ecological certification (Demeter Biodynamic®), religious certification (OK Kosher and IFANCA Halal) and social certification (IMO Fair for Life; FLO FairTrade; FWF FairWild)	2
Figure 4	Example of nutrition facts box format requirements specified in 21 CFR §101.9	6
Figure 5	Example of acceptable bilingual (English/Spanish) nutrition facts labelling	7
Figure 6	Example of supplement facts box format requirements specified in 21 CFR §101.36	9
Figure 7	American Herbal Products Association's Herbs of Commerce	9
Figure 8	Example of an herbal homoeopathic drug product label	13
Figure 9	Dietary supplements: an advertising guide for industry	16
Figure 10	FTC Eco in the market green guides review	17
Figure 11	General labelling of products consisting of Demeter ingredients	18
Figure 12	Spanish translation of NOP organic labelling rules	18
Figure 13	Martin Bauer Group advertisement showing Halal, Kosher, Fairtrade and Organic seals	19
Figure 14	Halal certified logos for product labels in the United States market	19
Figure 15	Kosher certified logos for product labels in the United States market	20
Figure 16	Dietary supplement label showing FairTrade, FairWild, Organic and Kosher seals	21
Figure 17	Fair Trade USA Label and Language Use Guide	22
Figure 18	Cosmetic product label with Organic and Fair Trade certified cocoa butter from Peru	22
Figure 19	Bar of soap with Fair for Life certified label	24
Figure 20	Rainforest Alliance Certified™ use of seal guidelines	24

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