

## WHATS ON YOUR LABEL?

With new FDA Structure and Function laws affecting how herbal labels are written, it is wise to keep updated and act in advance when designing your labels for aromatherapy products. An example of changes which the aromatherapy industry could possibly see in the future would be as follows:

### Prior to Structure and Function Laws:

Traditional Medicinal Herbal Teas

Old Label stated: "Soothes sore throats" and "Temporary relief of Minor Throat irritations from Hoarseness and Coughs"

Indications for use stated "Throat Coat is a comforting herbal tea that provides soothing temporary relief from minor discomfort of irritated areas in the mouth and throat due to colds, smoking, prolonged speaking or singing, or exposure to dampness."

With the new FDA Structure and Function laws those statements had to be changed to: New label: Throat Coat "Supports Throat health" (thats it)

Then for indications it states: "Throat coat supports throat health because it includes herbs traditionally used to enhance the structure and function of the throat including speaking (vocal cords), swallowing (esophagus), and air conveyance (trachea). Althea root and slippery elm bark contain beneficial mucilaginous components that are released into hot water to form a protective viscid 'coating' on the mucous membrane lining of the throat when ingested as a tea."