

Fact Sheet: Changes to the Supplement Facts label



By 2021, all dietary supplement products will feature updated **Supplement Facts** labels.

Some of the label changes are more obvious than others, but all of them are important to understand.

Prepare for the **Supplement Facts** label changes. Be #LabelWise.

What is Supplement Facts label?

The **Supplement Facts** label is the frequently black and white box located on dietary supplement products that is intended to give the user an idea of the nutrient make-up of a dietary supplement.

- Includes a list of ingredients, serving size, % Daily Value (DV), suggested use and other information to help you make smart choices. Both the content and the way this information is shown could change on your products.
- Established by the Food & Drug Administration (FDA) following passage of the Dietary Supplement Health and Education Act of 1994 (DSHEA), the law that regulates dietary supplements.
- First incorporated into federal regulations in 1997, then amended a year later and in 2003.

What is changing and why?

The **Supplement Facts** label is changing for two main reasons:

- ✓ **evolution of the American diet;** and
- ✓ **advancements in nutrition science.**

In other words, **Supplement Facts** labels are changing to better provide consumers the information they need to make informed choices about their health.

Some noticeable aspects of the new Supplement Facts label:

- New **Daily Values** (DVs) will reflect the latest nutrition science and changes in American diets.
- **Vitamins A, D, and E** will change from amounts in International Units, or IU, to the more common measures of **milligrams (mg)** and **micrograms (mcg)**.
- **Folic acid**—an important nutrient before and during pregnancy—will be listed as folate and measured in micrograms of dietary folate equivalents or **DFEs**.
- If **sugar** is added to the product, you will see the amount and % DV, too.

SEE 'HOW TO READ A DIETARY SUPPLEMENT LABEL' FOR MORE

Supplement Facts

Serving Size 1 Tablet
Servings Per Container 100

	Amount Per Serving	% DV
Biotin	300 mcg	1,000%

CHANGING % DVs ← FOR EXAMPLE

The % DV is the percent of the Daily Value (i.e., Reference Daily Intakes or Daily Reference Value) of a dietary ingredient that is in a serving of the product.

In some cases, the change in DV is dramatic. For instance, the DV for biotin has decreased from 300 mcg to 30 mcg. So a product that contains 300 mcg will now provide 1,000% of the DV on the new label if not reformulated.

When are the changes happening?

- ✓ **By January 1, 2020**
For manufacturers with \$10 million or more in annual sales.
- ✓ **By January 1, 2021**
For manufacturers with less than \$10 million in annual sales.

However, some manufacturers will introduce the new labels well before these deadlines. And because the compliance date is tied to the date the label is placed on the product, not shipping or presence on store shelves, old labels will appear for a while after these dates.

What does it mean to be LABEL WISE?

- ✓ To be committed to reading product labels
- ✓ To have knowledge of what information is featured on the label and why
- ✓ To make smart, well-informed purchasing decisions

www.BeLabelWise.org