Ashbury

Supplement Ingredient Compliance Checklist



Before launching or reformulating a food supplement, work through the following checklist:

1. Identify the ingredients:

- [ ] Have you clearly identified every compound type/ingredient in the formulation?
- [ ] Do you know the correct legal/common name for each ingredient?
- [ ] Have you checked whether any ingredients require specific considerations for safety? i.e. botanicals, vitamins and minerals.

2. Check whether the ingredient is permitted:

- [ ] Is the compound type/ingredient permitted for use in food supplements in your target market?
- [ ] Is the ingredient subject to any local restrictions or particular conditions of use?
- [ ] Is the ingredient present at safe, non-medicinal levels?

Supplement Ingredient Compliance Checklist

3. Check the ingredient levels:

- [ ] Do you have evidence that each vitamin or mineral is within permitted limits?
- [ ] Does the proposed serving size affect compliance?
- [ ] Have you checked the daily intake is compliant with any approved claims?

4. Consider novel foods:

- [ ] Could any ingredient be considered a novel food in your target market?
- [ ] If so, is it authorised for use in a supplement?
- [ ] Does the authorisation specify maximum levels?

5. Check the market:

- [ ] Have you assessed the formulation against the regulations of each market where the product will be sold?
- [ ] Have you checked both EU and GB requirements, where relevant?
- [ ] Is it likely that your product will be considered a medicine or a traditional herbal remedy in your target market?



Supplement Ingredient Compliance Checklist

6. Consider the whole product:

- [ ] Does the formulation support the proposed classification of the product as a food supplement?
- [ ] Is the packaging likely to imply the product is something other than a food supplement?
- [ ] Is the packaging sufficient to preserve the qualities of the product for the duration of its shelf-life?

7. Don't forget the claims:

- [ ] Are the proposed nutrition and health claims permitted?
- [ ] Do the ingredients and quantities support the claims being made?
- [ ] Have you considered whether any botanical ingredient references could create additional regulatory risk?

Before you launch...

If you can't confidently answer “yes” to all of the above, your formulation may require further regulatory assessment.



Need help checking your food supplement formulation?

Ashbury’s regulatory experts are on hand to review ingredients, levels, product classifications, and regulatory requirements across your target markets, equipping you with everything you need to launch your supplement successfully.

Talk to our team to learn more about creating compliant, clearly labelled products.