

HERS COMPLIANCE GUIDELINES

Compliant

- **General Well-being and Health Maintenance:**
 - Statements that the product supports the overall well-being of women and contributes to maintaining general health.
 - Statements that the product provides nutrients necessary for hormone production and balance.
- **Normal Physiological Function:**
 - Statements that the product supports normal menstrual cycle functioning.
 - Statements that the product helps alleviate temporary discomfort associated with menstruation and menopause, such as minor cramps.
 - Any naturally occurring experiences related to female's experience of periods, menopause or post-menopause.
- **Mood and Emotional Balance:**
 - Statements that the product may help support a positive mood.
 - Statements that the product supports emotional well-being and resilience.
- **Temporary Symptom Relief:**
 - Statements that the product may help reduce the frequency or intensity of mild PMS or menopause symptoms such as mood swings, irritability, hot flashes, and bloating.
- **Energy and Vitality:**
 - Statements that the product supports energy levels and vitality throughout the menstrual cycle, pre-menopause, active menopause, and post-menopause.

Non-Compliant

- **Treatment or Cure Claims:**
 - Statements that the product can treat or cure specific medical conditions, such as hormonal imbalances or disorders.
 - Statements that the product can cure or alleviate serious conditions like polycystic ovary syndrome (PCOS), endometriosis, or infertility.
- **Drug Claims:**
 - Statements that the product works like a prescription medication or hormone replacement therapy.
 - Statements that the product provides the same benefits as FDA-approved drugs.
- **Unsubstantiated Claims:**
 - Statements that are not supported by credible scientific research or reliable clinical trials.
 - Exaggerated or overly vague claims that cannot be verified

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