

On-pack, website & social claims review

EU/UK authorised-claims assessment for a women's-health menopause supplement — across pack, product page and paid social — with compliant, defensible alternatives.

SAMPLE DELIVERABLE · ILLUSTRATIVE ANONYMISED EXAMPLE

The product and its claims are fictional; the regulatory findings, authorised-claim wording, and references are real and current as of July 2026.

Product (example): "LumaBalance Menopause Complex" — capsules

Markets: EU & Great Britain

Surfaces reviewed: on-pack, product web page, and paid social (Instagram)

Prepared by: Anna Kreimes · **Turnaround:** ~1 week

The main rule

In the EU and Great Britain, you may only make health claims that appear on the authorised register, worded so they keep the authorised meaning (Regulation (EC) 1924/2006; permitted-claims list Regulation (EU) 432/2012, retained in GB law). A food supplement **may not** claim to prevent, treat, or cure a condition — that is a medicinal claim. For nutrient-content claims, the **source of** the nutrient must be specified (as a rule, at least 15 per cent of the NRV per daily portion). The same rules apply wherever the claim appears — pack, website, email or social — and in advertising they are also enforced by the ASA under the CAP Code. Crucially, a brand is responsible for claims made on its behalf by paid creators, and a testimonial cannot make a claim the brand could not make itself.

Claims reviewed

Ten claims were reviewed across three surfaces — the pack, the product web page, and paid social — and are grouped below by where each appears.

1. "Helps balance your hormones"

Basis: vitamin B6. **Status:** **Reword.** Vitamin B6 has an authorised claim, but "balance your hormones" is not the authorised wording and implies more than the claim permits.

Compliant alternative: *"Vitamin B6 contributes to the regulation of hormonal activity"* (authorised, EFSA ID 69). Requires the product to be a source of B6.

2. "Reduces hot flushes and night sweats"

Basis: soy isoflavones. **Status:** **Non-compliant.** EFSA assessed soy isoflavones for vasomotor (menopause) symptoms and did not establish a cause-and-effect relationship; there is no authorised claim. The wording also risks reading as a medicinal (symptom-treatment) claim.

Action: No compliant equivalent exists for this benefit. Remove. Do not substitute a botanical.

3. "Supports strong bones through menopause"

Basis: calcium and vitamin D. **Status:** **Compliant.** Both nutrients carry authorised bone claims. "Through menopause" is an acceptable context, provided it does not imply disease prevention (for example, avoid "prevents osteoporosis").

Compliant wording: *"Calcium is needed for the maintenance of normal bones,"* and *"Vitamin D contributes to the maintenance of normal bones."* The product must be a source of each.

4. "Fights fatigue and low energy"

Basis: magnesium. **Status:** **Reword.** Magnesium carries an authorised fatigue claim; keep the authorised meaning rather than the punchier marketing phrasing.

Compliant alternative: *"Magnesium contributes to a reduction of tiredness and fatigue."* Source of magnesium required.

5. "Sage extract eases menopausal sweating"

Basis: *Salvia officinalis*. **Status:** **Non-compliant.** Botanical health claims are "on hold" pending EU/GB assessment; they are not authorised and are legally unstable. The wording also implies symptom treatment.

Action: No compliant symptom claim. Remove the benefit statement; the ingredient may still be listed factually.

6. "Provides 300 mg magnesium per serving"

Status: **Compliant.** A factual quantitative statement, not a health claim; permitted if accurate and consistent with the nutrition declaration and %NRV labelling.

Action: Keep as-is; ensure the figure matches the declared amount and tolerances.

7. "Clinically proven to relieve menopause symptoms"

Status: **Non-compliant.** "Relieve menopause symptoms" implies treating a condition (a medicinal claim). "Clinically proven" is an unauthorised, non-specific superiority claim.

Action: No compliant equivalent. Remove. Restrict to the authorised nutrient claims above.

8. "Helps you feel like yourself again during menopause"

Status: **Non-compliant.** A general wellbeing statement that, framed "during menopause," reads as relief of menopause symptoms; no authorised health claim supports it.

Action: Remove, or reframe as non-health lifestyle language that makes no benefit claim.

Social claims · 2 reviewed (paid Instagram)

9. "The natural alternative to HRT"

Status: **Non-compliant — high risk.** Presenting a food supplement as a substitute for a medicine (hormone replacement therapy) is a medicinal claim, and it is specifically the wording the ASA acted against for menopause-supplement brands in 2026 (now under AI-assisted ad monitoring).

Action: Remove. Do not imply the product replaces, or works like, a prescribed treatment.

10. Paid-creator caption: "Two weeks in and my hot flushes are basically gone"

Status: **Non-compliant.** A symptom-improvement claim is an unauthorised (and medicinal-leaning) health claim regardless of who says it — a testimonial cannot make a claim the brand could not make itself, and the brand is responsible for what a paid creator posts.

Action: Brief creators away from symptom or benefit claims. Permitted messaging is limited to the authorised nutrient claims below, or non-health lifestyle content.

What you can safely say

The authorised claims your current actives can legally carry — ready to use, provided the product meets the "source of" threshold (at least 15% of the NRV per daily portion) for each nutrient named:

- ✓ **"Vitamin B6 contributes to the regulation of hormonal activity."** (source of vitamin B6)
- ✓ **"Magnesium contributes to a reduction of tiredness and fatigue."** (source of magnesium)
- ✓ **"Calcium is needed for the maintenance of normal bones."** (source of calcium)
- ✓ **"Vitamin D contributes to the maintenance of normal bones."** (source of vitamin D)
- ✓ **"Provides 300 mg magnesium per serving."** (factual — must match the declared amount)

These authorised nutrient claims — not the soy-isoflavone or sage benefits reviewed above (claims 2 and 5) — are the compliant foundation for the product's menopause and bone-health story. Those ingredients may stay in the formula and be listed factually; they simply cannot carry a benefit claim.

Summary and risk

- **6 claims non-compliant** — remove (2 on-pack, 2 website, 2 social).
- **2 claims to reword** to the authorised meaning.

- **2 claims compliant** as intended.

The six non-compliant claims are also the product's headline selling points — the vasomotor ("hot flush"), HRT-alternative, "clinically proven" and creator-testimonial messages. These are the wording most likely to result in a ruling by the Advertising Standards Authority (which began AI-assisted monitoring of menopause advertising in 2026), removal of the product from a retailer's range, or a complaint to a competent authority. The social claims carry the same weight as the on-pack ones — and the brand, not the creator, is accountable for them.

The priority is rebuilding the menopause and bone-health story on the authorised vitamin B6, magnesium, calcium and vitamin D claims listed above, rather than on isoflavones or botanicals — and briefing creators to the same authorised wording.

Recommended next step: a short Formulation Concept revisit to confirm the actives that carry authorised claims are dosed to meet the "source of" thresholds, so every retained claim is both compliant and substantiated.

Method and sources

Each claim was checked against the EU Register of nutrition and health claims and the retained GB register, and against the EFSA opinions underpinning them. Botanical claims were checked against the Article 13 "on hold" list. Medicinal-boundary and advertising wording — including the paid-social claims — was assessed against Regulation (EC) 1924/2006, general food-information law, and the UK CAP Code (ASA), on the basis that the brand is responsible for claims made by paid creators.

1. Regulation (EC) No 1924/2006 on nutrition and health claims made on foods.
2. Commission Regulation (EU) No 432/2012 — list of permitted health claims (retained in GB law).
3. EU Register of nutrition and health claims — European Commission.
4. EFSA NDA Panel. Scientific Opinion on health claims related to vitamin B6 (including regulation of hormonal activity, ID 69). EFSA Journal 2009;7(9):1225.
5. EFSA NDA Panel. Soy isoflavones and reduction of vasomotor symptoms associated with menopause and maintenance of bone mineral density. EFSA Journal 2012;10(8):2847.
6. EFSA Article 13(1) general-function health claims — botanical claims placed "on hold."
7. UK CAP Code — food, health & nutrition claims in advertising; ASA rulings on menopause-supplement advertising (2026), including claims made by paid influencers.

Disclaimer

Illustrative sample only. The product name and claims are fictional; the regulatory findings, authorised wording, and references are accurate as of July 2026. This document is regulatory guidance for brands, not legal advice, and not medical advice for consumers. Final claim decisions should be confirmed against the current registers before publishing.

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