

ARE WE BEING PLAYED FOR FOOLS?

Caitlin Dow, PhD, reporting for Nutrition Action Newsletter published by the Center for Science in the Public Interest says, "The company, NaturalProductsInsider.com, present claims about structure/function to help sell products. But the claims may invite regulatory action if improperly phrased or inadequately supported."

So, let's not be confused.

Companies can avoid oversight by the Food and Drug Administration, if their product does not name a specific disease, or promise treatment for a particular condition.

We see ads worded this way. "Help maintain healthy cholesterol" but not that it will "lower cholesterol." Therefore, the FDA will not go after them.

The product, Renew Life Probiotics, says they can help improve digestion, boost energy to keep your guts strong so you can be the best possible human you can be.

Their words, "help improve" can inspire with a broad-brush message. If the statements have no direct guaranteed results, the FDA won't investigate.

Are we being played? Not if we pay attention. Watch out for these little dodgy tricks of the trade.