

WHAT IS REQUIRED ON A PET SUPPLEMENT LABEL?

IT DEPENDS ON THE PRODUCT TYPE AND CLAIMS



START WITH KEY QUESTIONS

WHAT IS THE PRODUCT?

WHAT CATEGORY DOES IT FALL UNDER?

HOW IS IT BEING MARKETED?

WHAT CLAIMS ARE BEING MADE?

COMMON FEATURES OF PET HEALTH SUPPLEMENTS VS. PET FOOD SUPPLEMENTS

Common Features	Pet Health Supplement	Pet Food Supplement
Treat Status	Not considered treats	Not considered treats
Purpose	Target specific issues and body systems	Provides essential nutrients
Types	Calming, immune, joint, antioxidants	Vitamins, fiber, skin & coat, fatty acids
Back of Label	Active ingredient list, Product facts panel	Pet Food Label Modernization (PFLM) Nutrition Facts (or Guaranteed Analysis, state dependent on PFLM adoption timeline)

**The full label for both product categories need to follow the basic principals of labeling such as product name, brand name, the species for which the product is intended for, as well as feed and storage/handling instructions, ingredients, and other required information*

LOOKING TO DEVELOP A SCIENTIFICALLY BACKED PET SUPPLEMENT?

Talk to our specialists to learn more about formulation, testing, and compliance.

