







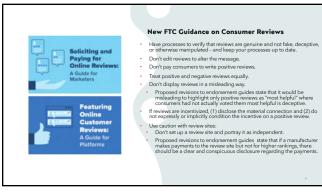








- Must clearly and conspicuously disclose if not typical



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Claims Based on Traditional Use

Advertising that merely describes the traditional or historic use of a product and that is carefully qualified to avoid any misleading implications about the product's efficacy or health benefits may be permissible.

- Identify the historic use and make sure that it contains the same ingredients and formulation, the same strength or dose, the same form of administration, and the same indications for use.
 Claims that lack competent and reliable scientific evidence must clearly communicate the lack of
- scientific evidence.
- Don't undercut disclosures with additional positive statements, consumer endorsements, images, or
 other elements of the ad suggesting the product is effective.

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