

Supplement Claims Audit: Evidence-Based Review & Rewrite (Greens Powder)

Overview

Most supplement brands don't know which of their claims are at risk. This audit examines four claims from a popular greens powder — the kind of language that appears on thousands of product pages — and shows exactly what's wrong, why it matters, and how to fix it without losing impact.

Each claim is analyzed and rewritten to improve:

- Scientific alignment
- Credibility with informed consumers
- Compliance and risk exposure
- Clarity without weakening marketing impact

Claim Analysis

Each claim is rewritten twice: first for maximum scientific accuracy (Evidence-Aligned), then for maximum marketing effectiveness while staying within that accuracy boundary (Optimized). In practice, the Optimized Version is what goes on your product page.

Claim #1:

“Helps reduce bloating.”

Issue:

- Broad, outcome-based claim without context
- Does not specify mechanism, population, or timeframe
- Implies consistent effect across users

Evidence Summary:

- Some ingredients (e.g., probiotics, digestive enzymes) may help alleviate digestive discomfort in certain individuals
- Effects vary significantly depending on gut health status, strain specificity, and dosage.
- Evidence does not support guaranteed or universal “bloating reduction”

Evidence-Aligned Version:

“Formulated with ingredients traditionally used to support digestive comfort and reduce occasional bloating in some individuals.”

Saríce Holley Consulting

Saríce Holley, RD — Health Claims & Compliance Consultant

sariceholley.com

Optimized Version:

“Formulated to support digestive comfort and help relieve occasional bloating, so you can feel lighter and more comfortable throughout the day.”

Claim #2:

“Supports gut health.”

Issue:

- Vague and undefined (“gut health” is broad and non-specific)
- Does not indicate how or to what extent support occurs

Evidence Summary:

- Gut health is influenced by multiple factors, including diet, microbiome diversity, and lifestyle
- Certain ingredients (e.g., fiber, probiotics) may contribute to aspects of gut function
- Effects depend on dosage, strain (for probiotics), and baseline health

Evidence-Aligned Version:

“Contains ingredients that may support aspects of digestive and gut function.”

Optimized Version:

“Formulated with prebiotics, probiotics, and fiber to support a healthy gut environment.”

Claim #3:

“Boosts energy”

Issue:

- “Boosts” implies an immediate and noticeable effect
- Energy is multifactorial (sleep, diet, metabolic health)
- Often not directly supported unless stimulants are present

Evidence Summary:

- Some micronutrients (e.g., B vitamins) play a role in energy metabolism
- This does not necessarily translate to a noticeable increase in energy levels in healthy individuals

Evidence-Aligned Version:

“Provides micronutrients involved in normal energy metabolism.”

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Saríce Holley, RD — Health Claims & Compliance Consultant

sariceholley.com

Optimized Version:

“Includes B vitamins to support natural energy production, helping you feel more energized and focused throughout the day.”

Claim #4:

“Packed with nutrients your body needs daily.”

Issue:

- Implies nutritional completeness
- May overstate the contribution relative to actual dietary needs

Evidence Summary:

- Green powders can provide supplemental nutrients, but are not substitutes for a balanced diet
- Bioavailability and dosage vary

Evidence-Aligned Version:

“Provides a blend of vitamins, minerals, and plant-based ingredients to complement a balanced diet.”

Optimized Version:

“Delivers a concentrated blend of vitamins, minerals, and phytonutrients to help fill common nutritional gaps in today’s diets.”

Key Risks Identified

Any one of these issues, in isolation, may seem minor. Together they create a brand voice that informed consumers — and regulators — will notice.

- Overgeneralized benefit claims
- Lack of specificity (mechanism, dosage, population)
- Implied certainty of outcomes
- Use of language that may be interpreted as guaranteed effects

Summary Recommendation

Refining claim language to reflect current evidence can:

- Improve credibility with increasingly informed consumers
- Reduce regulatory and compliance risk
- Maintain marketing strength while increasing trust

Small adjustments in wording (e.g., “supports” vs. “boosts”) can significantly strengthen both accuracy and brand perception.