Liquid Product Classification Checklist

Supplement or beverage: confirm the category before production

Liquid product classification checks

- ☐ We chose a category (supplement or beverage) before formulation started.
- ☐ The product and brand name avoid "drink," "beverage," "water" and "soda" (if a supplement).
- ☐ The container doesn't imitate a soft drink or bottled water pack (if a supplement).
- ☐ The serving size and daily intake read as a measured amount, not a thirst-quenching volume.
- ☐ No label, ad or retail copy promises refreshment, hydration or thirst-quenching (if a supplement).
- ☐ Every ingredient has been reviewed for lawful use in the chosen category.
- ☐ The label uses the right panel: Supplement Facts for a supplement.
- ☐ Our manufacturer confirmed which CGMP rules the product will be made under (part 111 or part 117).
- ☐ Shelf life is backed by stability and microbial testing for the final formula and pack.
- ☐ Retail placement and marketing match the category on the label.

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