Dietary Supplement Ads

What are dietary supplements?

Pills, powders, or shakes that include vitamins, minerals, herbs, enzymes, or probiotics.

Ads may say they can help with things like:

- weight loss
- bodybuilding
- energy boosting
- anti-aging
- pain or disease management

While some dietary supplements have proven benefits, others don’t. And some could even be risky for your health.

If you see these claims...

LOSE WEIGHT without diet OR exercise!

Rapid Results!

Prevent, treat, or CURE multiple diseases!

Miracle Cure!

REVERSE signs of aging!

...ask your health professional

Is there scientific proof it actually works?

How reliable is this brand?

How will it interact with my other medications?

What are the side effects?

If it’s safe to take, what’s the right amount?

Did you know?

- Unlike drugs, dietary supplements are not evaluated by the FDA for safety and effectiveness before they’re sold.
- Dietary supplements are not meant to prevent, treat, or cure diseases.
- “Natural” doesn’t always mean safe.
- Supplements could have hidden ingredients.

FTC.gov/DietarySupplements
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