Please read ‘Food Supplement Guidelines’ for details on necessary regulatory requirements for labelling.

If you would like to use the KSM-66® trademark, please email hello@nutribl.com we will organise the trademark agreement for you.

A close up of a logo

Description automatically generated

You must not use the trademark without obtaining permission please just use ‘Ashwagandha’

**FRONT LABEL**

Shilajit Complex Product Name (Take care not to breach legislation with regards to claims)

An advanced adaptogen blend combining Shilajit, Ashwagandha KSM-66®, and Rhodiola and enriched with Vitamin B6, Zinc, and Vitamin D3.

(or product description of clients’ choice in line with legislation)

Claims (Can appear anywhere on pack). You should include at least one approved health claim on pack as this helps to justify more generic claims such as ‘healthy’. Some suggested relevant claims for this product are below, but there are other claims that are available.

* Vitamin D contributes to the maintenance of normal bones.
* Vitamin D contributes to normal blood calcium levels.
* Vitamin D contributes to the maintenance of normal muscle function.
* Vitamin D contributes to normal absorption/utilisation of calcium and phosphorus.
* Vitamin D contributes to the normal function of the immune system.
* Zinc contributes to normal cognitive function.
* Zinc contributes to normal fertility and reproduction.
* Zinc contributes to the maintenance of normal hair.
* Zinc contributes to the maintenance of normal nails.
* Zinc contributes to the maintenance of normal skin.
* Zinc contributes to the protection of cells from oxidative stress.
* Zinc contributes to the normal function of the immune system.
* Vitamin B6 contributes to normal functioning of the nervous system.
* Vitamin B6 contributes to the reduction of tiredness and fatigue.
* Vitamin B6 contributes to the normal function of the immune system.
* Vitamin B6 contributes to normal psychological function.
* Vitamin B6 contributes to normal energy-yielding metabolism.

You can search for other Nutrition & Health Claims approved for use in the UK here https://www.gov.uk/government/publications/great-britain-nutrition-and-health-claims-nhc-register

SUITABLE FOR VEGETARIANS

Food Supplement

90 Capsules

**BACK LABEL**

**Directions:**

Adults, take two (2) capsules daily with food and water. Do not exceed the recommended daily dose.  
  
**Product Information:**

|  |  |  |
| --- | --- | --- |
| ***Two (2) capsules typically provide:*** | | **NRV (%)\*** |
| Shilajit Extract (60% Fulvic Acid)  *From Extract* | 2000mg  200mg |  |
| Ashwagandha KSM-66®  *From Extract* | 1500mg  125mg |  |
| Rhodiola (3% Rosavins, 1% Salidroside)  *From Extract* | 500mg  125mg |  |
| Black Pepper  *From Extract*  *Providing Piperine* | 250mg  10mg  9.5mg |  |
| Zinc | 5mg | 50 |
| Vitamin D3 | 200iu | 100 |
| Vitamin B6 | 1.4mg | 100 |

*\* Nutrient Reference Value*

**Ingredients:**

Shilajit Extract, Capsule Shell: Hydroxypropyl Methylcellulose, Rhodiola Rosea Extract (R.rosea), Ashwagandha KSM-66® (Withania somnifera), Brown Rice Flour, Magnesium Stearate (Veg Source), Silicon Dioxide (Sipernat 22S), Zinc Citrate, Black Pepper Extract - 95% Piperine (Piper Nigrum), Vitamin D3 (Cholecalciferol), Pyridoxine Hydrochloride.

**“KSM-66 Ashwagandha® is a registered trademark of Ixoreal Biomed Inc.”** (Please use if trademark agreement is being put in place)

*\*\* Note: As per the manufacturer guidelines, KSM-66 extraction ratio is between 10:1 and 15:1, having an average extract ratio of 12.5:1. As every batch of raw root varies in phyto-actives, the concentration ratio varies from batch to batch/ It is up to the brand holder to decide whether you want to advertise the equivalent Ashwagandha content and how you would like to present it if so.\*\**

**Allergy Advice**: Although rigorous precautions are taken to prevent any cross-contamination, this product is manufactured in a facility that handles allergy-based materials.

**Cautions:**

Always consult your health practitioner before taking nutritional supplements, especially if you are taking medication or are under medical supervision. Not recommended for children, pregnant or lactating women. You should not take supplements as a substitute for a varied balanced diet or healthy lifestyle. Store in a cool dry place, out of reach of children.

**Best Before:**

For best before end and batch number see base.

Manufactured to the GMP code of practice for:

Name or business name and address of the food business operator

**Please give files following file names:**

Front Label: PL-537$front

Back Label: PL-537$back

**Label Size**

60mm x 76mm at 600DPI

**Note:** Label Artwork

Design must have an additional 2mm bleed on each side for print. File size submitted is therefore

**64mm x 80mm.**

See this page for more details - <https://support.nutribl.com/support/solutions/articles/9000143837-can-we-design-our-own-labels-for-private-label->

Version Control:

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Date** | **Change** | **Author:** |
| V1 | 25/09/2204 | Original | JN |
| V2 | 28/10/24 | Trademark update | AA |