Clean Labeling and Quality Metrics

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What is the consumers’ demand?

No allergens, gluten
No synthetic chemicals as binders, fillers
No artificial colors, flavors, or sweeteners
No GMO
What is Clean Label?

Clean

Dirty
What Clean Label really means?

Which sugar is cleaner?

Which sugar is purer?

https://worldhealthdesign.com/
USP paradigm of Quality Standards

Identity

Assay, Content, Potency

Purity, Absence of Contaminants

Performance
Clean Label is consumer language

USP may not be able to define clean label

- Not a scientific concept
- Linked to constantly changing consumer perception
- Natural vs Synthetic not officially defined
  - Ascorbic acid from lemons vs reactors
- Generally Recognized as Safe is allowed in foods
  - TiO2, SiO2, Mg Stearate
- Chemical names needed for accuracy
  - B12 as Cyanocobalamine vs Methylcobalamine
Is there a connection between Clean Label and standards?

- Residual Solvents
- Elemental Contaminants in Dietary Supplements
- Articles of Botanical Origin—Pesticides, Aflatoxins
What are we missing and how USP can help?

Allergens in Dietary Supplements?

PAs, PAHs, other mycotoxins?
Thank You