

The National Association for Holistic Aromatherapy

Hello NAHA Members!

Be Aware.

The FDA's arm is reaching into social media as well as websites with regards to making medicinal claims about essential oils. The American Herbal Products Association (AHPA) also released notification to its members regarding the FDA reaching into social media platforms to find information about companies making false medical claims for their products within the herbal supplement business.

This is the first warning letter to DoTerra. (**Please note: this is not about DoTerra - this is about ensuring you are not making medical claims on your website for your products.) This could happen to any aromatherapy company making medicinal claims on their website or social media platforms. Make sure you use appropriate language so you won't get a warning letter from the FDA.

<http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2014/ucm415809.htm>

NEW! A warning letter from the FDA allows that company a specified period of time to make corrections to its marketing information so that it is in compliance with FDA regulations. It does not put a business out of

business. It is simply a warning letter to let the company know that they need to make changes.

Everyone be sure to have your disclaimer on your website:

E.g: All material provided on this website is provided for informational or educational purposes only, and is not intended as a substitute for the advice provided by your healthcare professional or physician.

NAHA offers several resources and articles on this topic.

Please visit: <http://www.naha.org/explore-aromatherapy/regulations/>