



# Talking About Kratom: Dos and Don'ts

## A Guide for Manufacturers, Distributors, Vendors, and Retailers

Using the right language when talking about Kratom and its benefits is critical to avoid making health claims that violate federal regulations. There are “dos and don'ts” we all should use to be consistent and accurate in describing what Kratom is and how it is used.

### Do:

- **Refer to general feelings, temporary emotions or natural responses** (“helps normalize mood,” “helps maintain energy”)
- **Use structure-function claims** which describes the role Kratom can have to maintain the structure or function of the body
  - Use words such as “health,” “wellness,” “supports,” “maintains,” “alleviate,” etc.
  - Refer to general body parts or systems (“joints and muscles,” “behavioral health”)
  - Use qualifiers such as “mild,” “typical,” “normal,” “occasional,” or other words to distinguish a temporary or minor condition from a symptom of disease (“normal stress”)
- **Use the FDA disclaimer** only with structure-function claims
- **Refer to Kratom as a product** people have used to improve well-being or to improve energy; responsible adults have the right to choose such products
- **Refer to qualities** that are no more addictive than a daily cup of coffee

### Don'ts:

- **Use health claims or describe the effect** Kratom has on reducing the risk of or preventing a condition, e.g., “Kratom may reduce the risk of opioid dependency”; “Kratom is an effective pain reliever.”
- **Claim Kratom** is not addictive
- **Use words and phrases** such as “eliminates pain” or “pain management”
- **Refer to any improved conditions** relating to addiction or dependency
- **Recommend Kratom** as a substitute for a drug
- **Recommend Kratom** to support a therapy or recovery program
- **Use words** such as “cure,” “treat,” or “relieve”

### Instead of saying...

### ...say Kratom:

Relieves pain (without further qualification)	Has been reported to relieve minor aches or soreness associated with conditions such as muscle fatigue following exercise
Boosts metabolism	Maintains healthy metabolism rates that are already within the normal range
Strengthens the immune system	Supports the immune system
Increases insulin sensitivity or lowers blood sugar	Can be used as part of a regimen to help maintain an already healthy blood sugar level
Eliminates stress and eases anxiety	Helps regulate mood, which may aid relaxation or reduce tension
Helps with addiction or can be used for medicine assisted treatment	Reportedly helps to reduce occasional urges for addiction pursuits
Induces healthy sleep	Helps support sleep; promotes relaxation
Prevents, treats, cures any kind of sickness, illness, infection, disease, chronic condition, etc.	Supports maintaining health and well-being
Kratom is not addictive	One can become dependent, similar to dependence on a daily cup or more of coffee

Kratom has not been approved for any usage by humans by the Food & Drug Administration (FDA) nor has the FDA approved any of the statements used in this Claims Guide. The Federal Food, Drug, and Cosmetic Act requires that manufacturers and distributors marketing dietary supplements containing “new dietary ingredients” (NDIs) notify the FDA about these ingredients and the basis on which the product is reasonably expected to be safe under the conditions of use recommended or suggested in the labeling.