

## Recommended wording and conditions of use for labelling messages concerning Government advice on Vitamin D supplementation

A significant proportion of the UK population have low vitamin D status, which increases their risk of vitamin D deficiency. This is a particular concern for pregnant and breastfeeding women, infants, the elderly and people who have low or no exposure to the sun. To help raise awareness of Government messages recommending at risk groups to take a daily supplement containing vitamin D, the Department of Health and the food supplements industry have agreed the following voluntary messages that may be used on product labels.

### General Principles

- The recommended statements can be used on product labels, websites and other promotional material.
- The recommended statements should only be used on products meeting the specified conditions of use.
- The suggested wording may be adapted, provided the meaning remains the same.
- The conditions of use do not have to be present on labels, unless otherwise stated.
- The statements may be used on single formulations or combination products such as multivitamins.
- The statements can be combined if a product covers more than one population group
- More detailed information and advice on vitamin D consumption should be supplied on websites and other supporting material. e.g. links to [www.nhschoices.gov.uk](http://www.nhschoices.gov.uk) and CMO advice.

Group recommended a vitamin D supplement	Suggested wording	Conditions of use
<p><b>Infants and young children</b></p> <p>NOTE: Department of Health recommends supplements are formulated in line with UK Dietary Reference Values (DRV) 7-8.5µg</p>	<p>[The Department of Health or UK Health Departments or The Chief Medical Officer recommend(s)], all infants and young children aged 6 months to 5 years take a daily supplement containing 7 to 8.5µg of vitamin D. This product should not be given to infants consuming 500ml or more of infant formula a day.</p> <p>Alternative wording:</p> <p>Government advice: all infants and young children aged 6 months to 5 years should take a vitamin D supplement</p>	<ul style="list-style-type: none"> <li>• The daily vitamin A dose of the product should not be higher than that in the Healthy Start vitamins at 700IU or 233µg for all age groups.</li> <li>• The daily dose should contain between 5 - 10µg of vitamin D.</li> <li>• The labelling of products aimed at infants and young children (0-3yrs) should bear the following information:</li> </ul> <p>A warning to the effect</p> <p>‘ Not suitable for:</p>

		<ul style="list-style-type: none"> <li>- infants consuming 500ml or more of formula milks a day</li> <li>- infants under 1 month of age unless under medical supervision'</li> </ul>
<p><b>Pregnant &amp; breastfeeding women</b></p> <p>NOTE: Department of Health recommends supplements are formulated in line with UK DRV – 10µg</p>	<p>[The Department of Health or UK Health Departments or The Chief Medical Officer recommend(s)] all pregnant and breastfeeding women should take a daily supplement containing 10µg of vitamin D.</p> <p>Alternative wording:</p> <p>Government advice: all pregnant women and breastfeeding women should take a supplement containing vitamin D.</p>	<ul style="list-style-type: none"> <li>• The daily dose should provide between 5-10µg of vitamin D.</li> <li>• Any product bearing this statement must not contain retinol.</li> </ul>
<p><b>People aged 65 years and over</b></p> <p>NOTE: Department of Health recommends supplements are formulated in line with UK DRV – 10µg</p>	<p>[The Department of Health or UK Health Departments or The Chief Medical Officer recommend(s)] that people aged 65 years and over should take a daily supplement of 10µg of vitamin D.</p> <p>Alternative wording:</p> <p>Government advice: adults aged 65 and over should take a supplement containing vitamin D.</p>	<ul style="list-style-type: none"> <li>• The daily dose should provide between 5-10µg of vitamin D</li> <li>• Any product bearing this statement must not contain more than 800µg of retinol.</li> </ul>
<p><b>People not exposed to much sun</b></p> <p>NOTE: Department of Health recommends supplements are formulated in line with UK DRV – 10µg</p>	<p>[The Department of Health or UK Health Departments or The Chief Medical Officer recommend(s)] that people who are not exposed to much sun, [for example those who cover their skin, who are housebound or confined indoors for long periods] should take a daily supplement of 10µg of vitamin D.</p> <p>Alternative wording:</p> <p>Government advice: people who are housebound or cover their skin for long periods should take a supplement containing vitamin D.</p>	<ul style="list-style-type: none"> <li>• The daily dose should provide between 5-10 µg of vitamin D</li> <li>• Any product bearing this statement must not contain more than 800µg of retinol.</li> </ul>