



EVOLUTION OF WELLNESS

Health Content Review

Product Page Assessment: Magnesium Glycinate Supplement | Fictional Brand

Section 1: Executive Summary

Content reviewed: product page copy for a magnesium glycinate supplement. Two claims require revision before publication due to overstated or unsupported language, and one required regulatory qualifier is missing. The underlying ingredient has a reasonable evidence base; the current copy overstates it.

Section 2: Flagged Items and Corrections

Flag 1: "Clinically proven to eliminate insomnia"

Why this is a problem: no cited study supports full elimination of insomnia. Available trials show modest improvement in subjective sleep quality in small samples, not resolution of a diagnosed sleep disorder. This also reads as a disease-treatment claim under FDA structure/function guidelines.

Corrected version: "Clinically studied to support improved sleep quality in adults with occasional sleeplessness."

Flag 2: "Superior absorption compared to all other magnesium forms"

Why this is a problem: this is a comparative superiority claim. Head-to-head absorption trials against every other magnesium form do not exist. The comparative studies that do exist are limited and industry-funded.

Corrected version: "A well-absorbed, chelated form of magnesium studied for sleep and stress support."

Flag 3: Missing regulatory qualifier

The page makes structure/function claims without the required disclaimer. Add: "This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."

Section 3: Overall Recommendation

Revise both flagged claims before publishing and add the missing disclaimer. With those three changes, the page is accurate, defensible, and still persuasive. The underlying product does not need inflated claims to be credible.

Marcus Clark MPH, Lean Six Sigma

Evolution of Wellness

evolutionofwellness.com/services