

Evolution of Wellness

HEALTH CONTENT REVIEW — SAMPLE

Product Page Review: Nordlyft Wellness Stress Blend

ILLUSTRATIVE EXAMPLE — Fictional client and details, for demonstration purposes only.

This review covers a single product description submitted for pre-publish review. It follows the standard Health Content Review process: claim accuracy, source quality, regulatory consideration, and readability.

Original Copy Submitted for Review

"Our Stress Blend combines ashwagandha, magnesium, and B-complex vitamins in a scientifically proven formula that eliminates stress and anxiety within days."

Findings

1. Claim: "scientifically proven formula"

Flag: High risk. Ashwagandha, magnesium, and B-complex each have individual research behind stress-related outcomes. There is no study cited, or found in a search of available literature, that tested this specific three-ingredient combination as a formula. Calling the combination itself "scientifically proven" overstates what the underlying research supports.

2. Claim: "eliminates stress and anxiety within days"

Flag: High risk. This is an efficacy and timeline claim stronger than the supporting research allows, and it edges toward a therapeutic claim, which carries FTC and FDA labeling risk for a dietary supplement. Words like "eliminates" imply a cure, which supplements are not permitted to claim.

Recommended Rewrite

"Our Stress Blend combines ashwagandha, magnesium, and B-complex vitamins, three ingredients individually studied for their role in supporting the body's stress response. Many people notice a difference within a few weeks of consistent use."

This version keeps the ingredients front and center, stays within what the individual research supports, and swaps an absolute claim ("eliminates... within days") for a more accurate and still compelling one ("many people notice a difference... within a few weeks").

Summary

- 2 claims flagged for revision, both related to overstated efficacy and timeline
- 0 claims flagged for outright removal
- Suggested rewrite included above, ready to paste in
- No regulatory red flags remain in the revised version