

# Gluten Free Labeling of Shaklee Products

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## Why has "Gluten Free" labeling become so important?

According to Stephen Wangen, MD, and author of "Healthier Without Wheat" writes...

*" APPROXIMATELY 1 % OF THE POPULATION suffers from celiac disease, the form of gluten intolerance that is best understood by most medical professionals. This amounts to about 3 million Americans. Although the medical community as a whole still has a long way to go in recognizing the wide range of symptoms that can be associated with celiac disease, the illness only afflicts a small portion of those who are gluten intolerant. Celiac disease, a highly specific type of damage that occurs in the small intestine, is only one symptom that can result from gluten intolerance. It's believed that as many as 30 million people suffer from gluten intolerance in the United States alone."*

*"Gluten intolerance is certainly a fundamental trigger of many common health problems in this country. Those who have been diagnosed with gluten intolerance or who have figured out for themselves that they are gluten intolerant already understand the significance of this problem and the dramatic impact avoiding gluten can have on their health".*

Prior to 2007, there was no legal requirement to test for gluten to make a "Gluten Free" claim, nor had the FDA provided a final definition of what "Gluten Free" means, or established a gluten threshold standard test against.

Despite these facts, many companies have marketed gluten-free products basing their claims simply on absence of ingredients that contain gluten.

While generally reliable, that practice has never met Shaklee's quality standards.

However, with passing of the Food Allergen Labeling and Consumer Protection Act 2004, the FDA issued a proposed rule in 2007 defining the "gluten free" for voluntary use in labeling food and dietary supplements.

The rule also included an established "gluten threshold" to test against. Based on this rule, established testing standards, and the increased demand from Shaklee consumers, Shaklee is able to test for the presence of gluten in Shaklee nutritional products, and make "Gluten Free" claims on products that meet the label claim criteria.

It should be noted that the majority of Shaklee nutrition products do not have gluten containing ingredients, with the exceptions of B-Complex, Herb Lax, Iron+C, Vita E 200 IU Tablets, zinc, and the Cinch Meal-in-a-Bar products.

Regarding Cinch-Meal-in-a-Bar... while oats are not one of the prohibited grains in the proposed gluten-free labeling rules, Shaklee has found small amounts of gluten when testing Cinch Meal-in-a-Bar.

While the levels are well below the proposed 20 ppm limit for making gluten-free claims, Shaklee is erring on the side of caution until they can source oats that test completely gluten free.

And soon, Shaklee will be able to add B-Complex to their list of gluten-free products. The brewer's yeast in the current formula tests positive for gluten. As a result Shaklee decided to remove brewer's yeast from the formula in order to make a gluten-free claim to better serve customers. Watch for these changes in the early fall.

Shaklee scientists test their nutritional supplements for the presence of gluten so they can make a "Gluten Free" claim for those products that pass the test. This is great news for those of us who are gluten intolerant, and for our gluten sensitive customers.

Part of the Shaklee Difference is that we do it because it is the right thing to do. Not because we have to.

See a list of Shaklee gluten-free products below.

### **Gluten-Free Shaklee Dietary Supplements**

The Shaklee Research and Development staff has tested Shaklee Dietary supplements for the presence of gluten. You can be sure the products listed here are gluten-free:

Alfafa Complex  
Caroto-E-Omega (Vitalizer)  
Chewable Cal Mag Plus  
Cholesterol Regulation Complex  
Citriboost  
CoQHeart  
CorEnergy  
Defend & Resist Complex  
Energizing Soy Protein (all flavors)  
EZ-Gest  
Fiber Plan Tablets  
Fiber Plan Unflavored  
FlavoMax  
Garlic Complex  
Gentle Sleep Complex  
GLA Complex  
Glucose Regulation Complex  
Immunity Formula I  
Instant Protein Soy Mix  
Joint Health Complex  
Lecithin, Liqui-Lea  
Liver DTX Complex  
Meal Shakes (all flavors)  
Memory Optimizer  
Menopause Balance Complex  
Mental Acuity Plus  
MoodLift  
Complex, NutriFeron  
OmegaGuard  
Optiflora Prebiotic  
Optiflora Probiotic  
OsteoMatrix  
Pain Relief Complex  
Performance (all flavors)  
Physique  
Saw Palmetto Complex

Stomach Soothing Complex  
Stress Relief Complex  
Sustained Release B+C (Vitalizer)  
Vital Mag  
Vita-C sustained Release 500 mg  
Vita-C Chewable, Vita-E Complex  
Vita-Lea (with / without iron),  
Vita-Lea Gold (with / without K  
Vita-Lea Ocean Wonders  
Vitalizer Vita Strips  
Vivix, Incredivites  
Shakleebaby Multivitamin & Minereral Powder  
Might Smart DHA Chews  
Energy Chews  
Vita-D3  
Cholesterol Reduction Complex  
Fiber Advantage Bar

All Cinch Inch Loss Plan Products are gluten-free with the exceptions of the Berry Almond Crunch and Peanut Butter Chocolate Chip Meal-In a-Bar, which contain oats.