

RIDGELINE NUTRITION

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PRODUCT IMAGE

(placeholder, wireframe)

1

A natural alternative to GLP-1 medications.

2

Supports the body's natural GLP-1 pathways for appetite and metabolic health.*

KEY BENEFITS

3

Supports healthy blood sugar levels already within a normal range.*

4

Promotes appetite control and satiety.*

5

Lose weight without changing your diet.

6

Reverses insulin resistance.

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WHY RIDGELINE

5

Third-party tested for purity and potency

7

5

#1 Doctor-Recommended Berberine

8

5

Formulated with clinically studied ingredients

9

HOW IT WORKS

10

Activates AMPK, a central regulator of cellular energy.*

AMPK helps regulate how cells take up and use glucose and fat. Berberine has been shown to activate it in preclinical and human studies.

11

Better absorption than standard berberine HCl.

Our phospholipid-bound form is designed for improved uptake so more of each dose reaches circulation.

CUSTOMER REVIEWS

★★★★★

★★★★★

D

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Not a real brand. I drew every claim from language common in the metabolic supplement category.

Green

 says what the science supports

Yellow

 defensible only with the right substantiation file

Red

 disease or drug claim

How I read a wellness page for claims risk

- 1 A natural alternative to GLP-1 medications.**
This treatment claim implies you can swap product for drug. Not covered by any disclaimer.
- 2 Supports the body's natural GLP-1 pathways.**
This is a structure-function claim. These are safer than disease claims and relate to the normal function of the human body. It's yellow because regulators are scrutinizing GLP-1 claims. The science must support this specific mechanism to stay safe.
- 3 Supports healthy blood sugar levels already within a normal range.**
A safe claim when asterisked. Defensible with typical substantiation.
- 4 Promotes appetite control and satiety.**
Appetite and satiety carry a higher evidence bar than most structure-function claims. Safe if the literature supports the claim. Turns red if weight loss language appears.
- 5 Lose weight without changing your diet.**
The FTC treats this as deceptive unless you hold a clinical trial on your product.
- 6 Reverses insulin resistance.**
A clear disease claim. Regulators will flag this.
- 7 Third-party tested for purity and potency.**
Not a health claim. Keep the certificate handy to verify the quality claim, though.
- 8 #1 Doctor-Recommended Berberine.**
Superiority claim. Needs a survey to back it up and a footnote on what was measured.
- 9 Formulated with clinically studied ingredients.**
Yellow because the science supports the ingredient and not the product. Defensible if dose and form match the studies.
- 10 Activates AMPK, a central regulator of cellular energy.**
Mechanistic claim supported by good science. Green provided the language stays qualified and away from "fat burning" or "weight loss" territory.
- 11 Better absorption than standard berberine HCl.**
This claim requires head-to-head data on the specific product form to substantiate.
- D The FDA disclaimer.**
Required for structure-function claims. Doesn't protect 1, 5, and 6.

Should you cite studies on the product page?

No. The FTC requires "competent and reliable scientific evidence" for every claim, but you don't need to show this substantiation. The big brands document the science internally and stick to qualified copy on sales pages. Why? Because citing science on PDPs brings unnecessary scrutiny (the FTC compares the studies against product claims). Citations belong on your science and education pages to build trust and [AI visibility](#).

Substantiation work

When a regulator asks for proof, the substantiation file is your answer. It's an investment that buys you peace of mind and prevents bigger problems from forming.

Expertise matters

Deep review and substantiation work requires expert human judgment. Software won't cut it. You need someone who can read studies and guide defensible marketing claims that sell products.

Why me

I did this for a leading electrolyte brand over six years as they scaled from startup to a nine-figure brand. The work included deep substantiation of the sodium science behind their formula and a claims audit of their content library alongside counsel. I've also partnered with IQBAR, Ketone-IQ, Levels Health and others on claims-aware science marketing.



Mike Haney · 1st
Editorial Director, Levels Health
September 25, 2023, Mike was Brian's client
 All LinkedIn members

Brian's strategic insights helped us find more opportunities to get more leverage out of our content at Levels. His wellness expertise and deep industry experience have been invaluable in helping us navigate toward growth without compromising our editorial integrity. He gets our company and where we want to go. Huge value add.

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I do five a week. Slots are limited. Reserve [here](#) and paste the page URL when you book. We go through it live in 15 minutes.

https://calendly.com/brian_stanton/free-claims-read-15-min

This claims read is educational and not legal advice. Consult your counsel on compliance decisions.

Brian Stanton · Growth and Claims Advisor to Wellness Brands · brianjstanton.com · [Author of Keto Intermittent Fasting](#)