

HOW TO START A CONVERSATION ABOUT KRATOM

In many instances, people have difficulty speaking on kratom without making sweeping claims about its effects. Unfortunately, these sweeping claims do more harm than good because, in the world of medicine, one cannot state therapeutic claims that have yet to be substantiated.

In order to remedy this, we've established how to appropriately start a conversation about kratom using "structure-function claims":

"Structure/function claims may describe the role of a nutrient or dietary ingredient intended to affect the normal structure or function of the human body, for example, "calcium builds strong bones." In addition, they may characterize the means by which a nutrient or dietary ingredient acts to maintain such structure or function, for example, "fiber maintains bowel regularity," or "antioxidants maintain cell integrity." General well-being claims describe general well-being from consumption of a nutrient or dietary ingredient." - FDA

The solution is to explain how Kratom helps you using specific Structure/Function claims such as:

- Supports General Health and Vitality
- Promotes Energy
- Supports Joint and Muscle Comfort
- Supports General Well-Being
- Supports a Sense of Calm



All of these claims are permissible and substantiated. We highly encourage this use of language when discussing kratom.