



IASC Labeling Guidance
Adopted March 9, 2009

This guidance is required for members selling products manufactured for sale in the United States. It is recommended for products manufactured for sale worldwide.

IASC members label products containing aloe vera according to the following:

- 1) Terms used in the marketing and labeling of aloe vera products comply with the definitions identified in the IASC document “Definitions of Terms Commonly Used in Aloe Industry”, in so far as those terms are included in the document.
- 2) All products (dietary supplements, conventional foods), when using *Aloe vera* (L.) Burm. f. as an ingredient, are labeled using the Standard Common Name (SCN): aloe vera
 - a) The Latin binomial may be utilized after the SCN if desired
 - i) Example: aloe vera [plant part] (*Aloe vera*)
 - ii) Example: aloe vera [plant part] (*Aloe vera* (L.) Burm. f.)
 - b) A synonymous Latin binomial may be utilized after the SCN if desired
 - i) Example: aloe vera [plant part] (*Aloe barbadensis* = *A. vera*)
- 3) Identify the plant part
 - a) Plant part – Leaf
 - i) If the leaf in its entirety is used as the primary or starting ingredient the label identifies the plant part as “leaf”. Use of this term also indicates the ingredient was subjected to processing or treatment(s) to reduce or remove the anthraquinone content.
(1) Example: “aloe vera leaf”
 - b) Plant part – Inner leaf
 - i) If only the inner leaf is used as the primary or starting ingredient, the label identifies the plant part as “inner leaf”.
(1) Example: “aloe vera inner leaf”
 - c) Plant part – Aloe latex
 - i) If the aloe latex is used as an ingredient, the label identifies the plant part as “Aloe latex”.
- 4) Products are not marketed or labeled as “whole leaf” unless:
 - a) The use of additional and accurate descriptive language is included
 - i) Example: Aloe vera de-colored whole leaf or De-colored whole leaf
 - ii) Example: Aloe vera active charcoal filtered whole leaf or charcoal filtered whole leaf
 - iii) Example: Aloe vera filtered whole leaf or filtered whole leaf
 - b) Notwithstanding paragraph 4a above, the IASC strongly recommends that members refrain from marketing or labeling products with the term, “whole leaf”, with or without the use of additional



descriptive language. The recommended term for use is “aloe vera leaf – gel/juice/capsules, etc.”

- 5) Conventional foods/beverages are labeled with a Nutrition Facts table compliant with 21CFR 101.9 and dietary supplements are labeled with a Supplement Facts table in compliance with 21CFR 101.36.
- 6) Products in liquid form declare the following on labels:
 - a) If the beverage is represented to contain aloe vera juice, the percentage of juice is declared by the words "Contains _ percent (or %) aloe vera juice" or "_ percent (or %) juice," or a similar phrase, with the blank filled in with the percentage expressed as a whole number not greater than the actual percentage of the juice (e.g., "Contains 50 percent aloe vera juice" or "100 percent juice").
 - b) If the beverage contains less than 1 percent of aloe vera juice, declare the total percentage of juice as "less than 1 percent aloe vera juice" or "less than 1 percent juice".
 - c) If the beverage contains 100 percent aloe vera juice and also contains non-juice ingredients that do not result in a diminution of the juice soluble solids or, in the case of expressed juice, in a change in the volume, when the 100 percent aloe vera juice declaration appears on a panel of the label that does not also bear the ingredient statement, it must be accompanied by the phrase "with added ___," the blank filled in with a term such as "ingredient(s)," "preservative," or "sweetener," as appropriate (e.g., "100% aloe vera juice with added sweetener"), except that when the presence of the non-juice ingredient(s) is declared as a part of the statement of identity of the product, this phrase need not accompany the 100 percent juice declaration.
 - d) If the product in liquid form is or contains reconstituted aloe vera, the label:
 - i) Declares the percentage of aloe vera
 - ii) States that it has been “reconstituted” or is “from concentrate”
 - iii) Declares water, or other liquids used to reconstitute, as ingredient(s)
- 7) Concentrated aloe vera ingredients and products:
 - a) Are labeled in a manner that is truthful and not misleading
 - b) Accurately declare the quantitative concentration level derived from:
 - i) Example: via calculation of solids (200lbs x .5% solids = 1 lb. : reconstitute with 199lbs water = 200X concentrate) ;or
 - ii) Example: Liquid volume – water volume = concentration ; or
 - iii) Other accurate calculations



Definition of Terms Commonly Used in the Aloe Industry

<u>Term</u>	<u>Definition</u>
Grind	Biomaterial from entire leaf is ground up into a mash
Cold Pressed	Biomass is claimed to be pressed and treated without any heat. It is recommended that this term not be adopted and removed from use as it is believed to be misleading. Unless a company can provide information on substantiation for this process.
Enzyme Treated	Entire leaf biomass is ground into a slurry, enzymes are added to assist in breaking down the fiber into a liquid. The enzymes are then neutralized/deactivated.
Non Enzyme Treated	Biomass is processed into a liquid without the use of enzymes
Filtered	Biomass is mechanically forced thru a filtering device (screen; sieve; membrane, etc.) to remove soluble material
Activated Charcoal Filtered	A form of filtration using activated charcoal; utilized primarily to remove anthraquinones
De-colored	A process, usually by filtration with activated charcoal, that makes the liquid aloe mass clear
De-carmelized	Same as De-colored
HTST (Pasteurization)	High Temperature Short Time process utilized to reduce microbial counts.
Low Heat Process	A process to concentrate or powder material
Evaporative Concentrate	The process of removing water from the biomass so the material is more concentrated
Evaporative Concentrate Vacuum	The process of using a vacuum environment to remove water from the Biomass so the material is more concentrated
Preserved	Use of chemical components to maintain freshness. Individual ingredients used as preservatives must be designated as such on labels for raw materials and finished products
Non-Preserved	Raw material and finished product does not contain preservatives
Organic Certified	Product or raw material that complies with USDA or country of origin certification requirements
Spray-dried	The liquid concentrated aloe is mechanically processed to force evaporation of water and convert it into a powdered form
Freeze-dried	The liquid concentrated aloe is frozen in a vacuum state to remove water and convert it into a powdered form
Reflective Dried	The liquid concentrated aloe is placed on mylar over high heat to remove water and convert it into a powdered form
Granulated/Powdered	Powder that has been processed to a specific screen size/dried Aloe vera.
Reconstituted from Concentrate	A liquid aloe vera concentrate that is diluted with water



<u>Term</u>	<u>Definition</u>
Reconstituted from Powder	Aloe vera powder that is liquefied by adding water
Hand Fillet	Aloe leaves that have the outer rind of the leaf removed manually to leave only the inner leaf
Machine Fillet	Aloe leaves that have the outer rind of the leaf removed by mechanical means to leave only the inner leaf
Alcohol Precipitated	Alcohol is used to remove water and isolate the solids of the inner leaf
Squeezed Fillet	A process that via mechanical pressure extracts the inner leaf without manually or mechanically removing the rind first
Inner leaf	Plant part used to describe the clear, central parenchymatous tissues of the aloe leaf
Aloe Latex	Brown, yellow-brown, or occasionally red exudate found in between the rind and inner leaf. Also called “sap”, it contains several constituents, but most notably anthraquinones
Anthraquinone	An organic compound primarily found in the aloe latex whose structure serves as a basic building block for a number of naturally occurring plant pigments. The substance is commonly utilized for laxative purposes
Juice	Liquid product derived from <i>Aloe vera</i> leaf
Gel	Liquid product typically derived from the inner leaf that may contain pulp, and may or may not have added thickening agents (which must be identified on the label)
Leaf	The part of the <i>Aloe vera</i> plant utilized in commerce where processing is begun without stripping off of the rind
“Whole leaf”	Historically used to describe products derived from the entire leaf that were filtered/purified. However, usage of this terminology without adequate additional descriptors is not recommended in order to avoid misbranding concerns and is considered technically inaccurate otherwise. This terminology is now seen on products or in reference to raw material where the entire leaf is used as a starting ingredient to create aloe vera juice. The IASC now recognizes this terminology to be accurate only if no purification, filtration or other treatment (enzyme, etc.) is conducted on the ingredient beyond removal of any insoluble material ¹
Purified/Filtered “whole leaf”	Terminology used on products or raw material where the entire leaf is used as a starting ingredient <u>and</u> where some sort of purification or filtration is utilized (and may also be treated with enzymes, etc.) to remove or substantially reduce unwanted material and substances from the resulting juice or powder, such as the rind and aloe latex. Other terms such as “charcoal filtered” or “treated” may also be seen in use as descriptors ²

^{1, 2} *See IASC Labeling Guidance – Section 4
Rev. 4/5/10