

## How a Feed Supplement Should Be Labelled

As the Animal Health market continues to flourish, it is fueled by the growing attention of the owners towards health and well-being of their animals by taking into consideration the nutritional content of the products they purchase. In this context, labels serve a critical role not just as packaging, but as trusted sources of information that guide purchasing decisions and ensure regulatory compliance and safeguarding both animal and human health.

It not only enables owners to make informed decisions, while compliance avoids misleading claims and potential health risks, which can lead to brand loyalty and a strong reputation.

In India, the labelling of animal feed supplements is primarily governed by the Legal Metrology Act, 2009 and the Legal Metrology (Packaged Commodities) Rules, 2011, along with certain conditions under the Drugs and Cosmetics Rules.



# 1. Understanding the Identity of Feed Supplements

Feed supplements are not intended for diagnosing, treating, mitigating, or preventing diseases in animals. Their purpose is to enhance the nutritional value of animal feeds, thereby improving productivity, growth and overall animal well-being. Consequently, feed supplements are not covered under the Drugs and Cosmetics Act, provided they are clearly labelled to avoid any misinterpretation of medicinal use.

As per Schedule K, Entry 1 of the Drugs Rules, if any product contains ingredients classified as drugs but is not used to diagnose or treat diseases, it is exempted from the provisions of the Drugs Act if the label clearly mentions “Not for Medicinal Use.”

The comprehensive checklist to ensure that the product labels meet the required standards is as follows -

## 1. Product Information

- Brand Name and Product Name (Common or generic name) – Clearly mentioned for proper product differentiation.
- Category Identification – specify it is a feed supplement/ feed additive. Additionally, word “Veterinary” to be used for Ruminant/poultry feeds supplements, “For Aquaculture Use” for Aquaculture products.



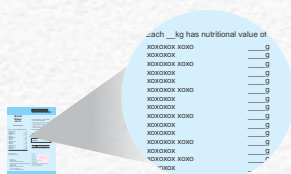
## 2. Composition

- Ingredients list – Include all active and Inactive ingredients in detail.

In case of packages with more than one ingredient the name and the number or quantity of each ingredient shall be mentioned on the pack/label.

Nutritional Breakdown of each nutrient/ingredient along with their respective matrix value in terms of quantity or percentage.

- Feed supplements/feed additives are given orally and on daily basis.



■ Cattle and Buffalo - kokoro kokoro  
 kokoro kokoro kokoro kokoro  
 “Uf, Shuu, Gai and Pii - KOKU”  
 “UO kokoro kokoro kokoro”

**FOR HUMAN / MEDICINE**

Net Wt.: kg

Batch No.:

Mfg. Date: Varnish free area

M.R.P. ₹: Varnish free area

(Inclusive of all taxes)

USP ₹ Per kg:

**BEST BEFORE – MONTHS FROM THE DATE OF MANUFACTURE**

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**Medicine**

Lot No.:

Expiry Date:

Best Before Date:

# Label Skeleton



Composition

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Target Animals

**Brand Name**

**ब्रान्ड नेम**

Xoxoxoxoxo

- Cattle and Buffalo – xoxoxo xoxoxo  
xoxoxo xoxoxo xoxoxoxo
- Calf, Sheep, Goat and Pig – xoxoxo xoxoxo  
xoxoxo xoxoxo xoxoxoxo
- Horse and Camel - xoxoxo xoxoxo xoxo  
xoxoxo xoxoxo xoxoxoxo

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Directions for Use

Each \_\_\_kg has nutritional value of

xoxoxox xoxo \_\_\_\_\_g  
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Usage/Administration: \_\_\_\_\_ daily/orally

**Store at a room temperature not exceeding 30°C.  
Protect from direct sunlight.**

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Storage conditions

**WARNING:**

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Warning and Precautions

**FOR ANIMAL FEED SUPPLEMENT  
NOT FOR HUMAN / MEDICINAL USE**

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Mandatory Animal Feed Label Statement

Flavour: xoxoxo  
Mixing Ratio: xoxoxo

Net Wt.: \_\_\_\_\_ kg

Batch No. :

Mfg. Date :

Varnish free area

M.R.P. ₹ :

(Inclusive of all taxes)

USP ₹ Per kg :

**BEST BEFORE — MONTHS FROM THE  
DATE OF MANUFACTURE**

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Net Weight

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Manufacturing & Use Details

Marketed by :

Company Name  
Address: xoxoxoxoxoxox xoxoxox

**For Customer Complaint/ query/ feedback, please write to  
Consumer care cell**

Company Name  
Address: xoxoxoxoxoxox xoxoxox

or call us on +91 00 00 00 00 00  
or email us at dummy@companyname.com

**Company Logo**

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Marketer Name and details

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Consumer complaint details

### 3. Additional Recommended Declarations (IMPORTANT)

13. To ensure clear differentiation between veterinary feed supplements and medicinal products, manufacturers are advised to include the following statements prominently on labels:

- **“Supplement for animal feeding; Not for Medicinal/therapeutics Use”**
- **“For animal use only, not for human/medicinal use”,**
- **“This product is not intended to prevent, treat, or cure any diseases.**

### 4. Industry Best Practices

- Ensure accuracy and consistency in all label declarations.
- Use clear and legible fonts with appropriate prominence for regulatory information.
- Regularly review and update labels to remain compliant with evolving regulations.
- Educate distribution and retail partners about the correct positioning of feed supplements as nutritional enhancers and not therapeutic drugs.

### Conclusion

**Proper labelling of feed supplements is not just a regulatory necessity but a critical industry responsibility. By adhering to the Legal Metrology requirements and maintaining clarity about the non-medicinal nature of these products, manufacturers can safeguard their brands, enhance consumer trust, and ensure the continued growth of the animal health sector.**

**Disclaimer:** These provisions are interpreted strictly in accordance with the Drugs and Cosmetics Act and related rules. Companies must ensure that their formulations, strengths, claims, advertisements, and labels comply with regulatory requirements and do not, either by use, by implication, or by action or effect of the product, suggest any therapeutic, preventive, or medicinal intent. Any representation of use, implication, or effect that the product is meant to diagnose, treat, cure, or prevent disease may attract the provisions of the Drugs and Cosmetics Act.



