

200 PHRASES

THAT WILL KILL YOUR FOOD & SUPPLEMENT LISTING IN THE EU

The list we check before every EU launch — with the reason behind each phrase, what to write instead, and a ready-to-use AI filter for your own listings.



Why we wrote this

Every week we talk to brands that sell well on Amazon.com and want to take the same products to Europe. Almost all of them assume that the listing copy that works in the US will work in Germany, France or Italy.

It usually doesn't.

In the US, you can say most things until someone tells you to stop. In the EU, it works the other way round. For food and supplements, a health claim is forbidden unless it appears on the official EU list — word for word. "Boosts immunity" is not on that list. Neither is "detox", "fat burner" or "doctor recommended".

Two more things make it harder:

Enforcement comes in waves. This summer we watched Amazon sweep food listings for organic claims. Nobody announces the next wave. You find out when your listing goes inactive.

Rules differ by country. One ingredient can be fine in Spain and stop your launch in Germany. You can plan a five-country rollout and lose one market to a single word.

So we put together the list our team uses before every EU launch: 200 phrases and ingredients that get food and supplement listings suppressed, blocked or flagged. Each one comes with the reason and a safer way to say it.

Use it as a checklist. Or, better, load it into your AI tool and let it check your listings for you. We'll show you how.

Mark & Andrejs

Co-founders, INNELS

The 3 rules behind every phrase in this list

You don't need to memorise 200 phrases. If you understand these three rules, you'll recognise most risky copy on sight.

1. Health claims work on a positive list

Under EU Regulation 1924/2006, a food or supplement may only make a health claim that is authorised and listed in the EU Register of nutrition and health claims. If your claim isn't in the register, in that wording, it's not allowed. "Vitamin C contributes to the normal function of the immune system" is authorised. "Boosts your immunity" is not.

2. Food never treats disease

EU food law (Regulation 1169/2011) forbids any claim that a food prevents, treats or cures a human disease. The moment your copy mentions a disease or symptom, your supplement is being positioned as an unlicensed medicine.

3. Everything else must be true, provable and not misleading

Nutrition claims have exact thresholds. "Natural", "free-from" and quality claims must be true and meaningful. And from 27 September 2026, generic environmental claims like "eco-friendly" or "climate neutral" are banned across the EU unless you can prove them to a strict standard (Directive 2024/825).

And on top of the law: Amazon

Amazon applies its own listing and restricted-products policies in every EU marketplace. Some phrases in this list are legal but still break Amazon's rules — for example "best seller" or "money-back guarantee".

How to use this playbook

1

Option 1: Read it as a checklist

Go through the 10 sections with your listing open. Anything marked HIGH comes out. Anything marked CHECK stays only if you meet the condition.

2

Option 2: Use it as an AI filter

This playbook comes with a CSV file of all 200 phrases. Upload it to ChatGPT, Claude or any AI tool together with your listing and our ready-made prompt (Appendix A). You'll get every risky phrase flagged, with a suggested rewrite, in under a minute. Share it with your team, your VA or your copywriter and make it part of your listing workflow.

3

Option 3: Get a human check

A word list catches words. It doesn't check doses, ingredient status per country, label format or images. For that, run the free [INNELS EU Compliance Checker](#) or ask our EU team to review your listing.

How to read the risk levels

HIGH

Likely to trigger suppression, a block or a legal breach wherever it appears. Remove it.

CHECK

Allowed only if specific conditions are met (thresholds, certification, proof or exact wording). Keep it only if you can show the evidence.

Note: "Safer route" wording marked with quotes is based on claims authorised in the EU Register. Always check the exact wording and conditions of use in the register before publishing.

A

Disease and medical claims

In the EU, food and supplements can never claim to prevent, treat or cure a disease. This is the fastest way to get a listing suppressed, and it applies to images and A+ content too.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
1	cures	HIGH	Medicinal claim. Banned for any food or supplement in the EU.	Remove.
2	treats	HIGH	Medicinal claim. Turns your product into an unlicensed medicine.	Remove.
3	heals	HIGH	Medicinal claim.	Remove.
4	prevents disease	HIGH	'Prevent' + disease = medicinal claim.	Remove. Disease risk-reduction claims exist only if listed in the EU Register.
5	fights cancer / anti-cancer	HIGH	Serious disease claim. Also a consumer-safety red flag for Amazon.	Remove.
6	lowers blood pressure	HIGH	Disease claim.	Authorised: 'Potassium contributes to the maintenance of normal blood pressure.'
7	reduces cholesterol	HIGH	Disease-related claim unless worded exactly as authorised.	Authorised (conditions apply): 'Beta-glucans contribute to the maintenance of normal blood cholesterol levels.'
8	regulates blood sugar / for diabetics	HIGH	Targets a disease and a patient group.	Authorised: 'Chromium contributes to the maintenance of normal blood glucose levels.'
9	relieves arthritis / joint pain	HIGH	Disease and symptom claim.	'Vitamin C contributes to normal collagen formation for the normal function of cartilage.'
10	anti-inflammatory	HIGH	Implies a pharmacological effect. No authorised claim exists.	Remove.
11	antibacterial / antiviral	HIGH	Medicinal claim. Can also trigger biocide rules.	Remove.
12	treats anxiety / depression	HIGH	Mental health condition = medicinal claim.	'Magnesium contributes to normal psychological function.'

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
13	cures insomnia	HIGH	Sleep disorder = medical condition.	Authorised (min. 1 mg): 'Melatonin contributes to the reduction of time taken to fall asleep.'
14	relieves migraines / headaches	HIGH	Symptom relief = medicinal claim.	Remove.
15	treats IBS / digestive disorders	HIGH	Disease claim.	Remove, or use an authorised claim for a specific nutrient.
16	prevents colds and flu	HIGH	Disease prevention claim.	'Vitamin C contributes to the normal function of the immune system.'
17	treats infertility / boosts fertility	HIGH	Medical condition claim.	Authorised: 'Zinc contributes to normal fertility and reproduction.'
18	ADHD / autism support	HIGH	Targets a diagnosed condition.	Remove.
19	alternative to medication	HIGH	Positions the product as a medicine and can put buyers at risk.	Remove.
20	pharmaceutical grade / prescription strength	HIGH	Implies a medicinal product. Misleading for food.	Describe the actual quality standard you can prove, e.g. GMP.

B

Health claims the EU never approved

The EU works on a positive list: a health claim is forbidden unless it appears in the EU Register of nutrition and health claims, in the approved wording. Most US-style benefit phrases are simply not on that list.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
21	boosts immunity / immune booster	HIGH	Not authorised wording.	'Vitamin C / D / zinc contributes to the normal function of the immune system.'
22	detox / detoxifies	HIGH	No detox claim has ever been authorised.	Remove.
23	cleanse / flush out toxins	HIGH	Unauthorised claim; implies the body is 'toxic'.	Remove.
24	liver detox / liver support	HIGH	Unauthorised claim.	Authorised: 'Choline contributes to the maintenance of normal liver function.'
25	gut health	CHECK	A general health reference. Needs an authorised claim right next to it.	Pair with e.g. 'Calcium contributes to the normal function of digestive enzymes.'
26	probiotic	HIGH	Treated as an unauthorised health claim in most member states.	Name the strain and quantity without the word 'probiotic' (check country rules).
27	prebiotic	CHECK	Same logic as 'probiotic' in many countries.	Name the fibre, e.g. 'with inulin'.
28	nootropic / brain booster	HIGH	Unauthorised cognitive claim.	'Iodine contributes to normal cognitive function.'
29	improves memory / focus	HIGH	Not authorised wording.	'Zinc contributes to normal cognitive function.'
30	boosts energy	CHECK	Allowed only in authorised wording.	'Vitamin B12 contributes to the reduction of tiredness and fatigue.'
31	testosterone booster	HIGH	Unauthorised hormonal claim. Also flagged in sports categories.	Authorised: 'Zinc contributes to the maintenance of normal testosterone levels in the blood.'
32	balances hormones	HIGH	Unauthorised and medical in tone.	'Vitamin B6 contributes to the regulation of hormonal activity.'

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
33	anti-aging (for food)	HIGH	Unauthorised claim.	'Vitamin E contributes to the protection of cells from oxidative stress.'
34	metabolism booster	CHECK	Not authorised wording.	'Iodine contributes to normal energy-yielding metabolism.'
35	stress relief / anti-stress	CHECK	Not authorised wording.	'Vitamin B6 contributes to normal psychological function.'
36	sleep aid / improves sleep	CHECK	Borderline medicinal; wording is restricted.	Melatonin claim (1 mg), or remove.
37	hair growth (supplements)	CHECK	Not authorised wording.	'Biotin contributes to the maintenance of normal hair.'
38	alkalising / balances pH	HIGH	Alkaline claims were rejected by EFSA.	Remove.
39	superfood	CHECK	General health reference. Must be backed by a specific authorised claim.	Say what is in it: 'Source of fibre', 'High in vitamin C' (if criteria are met).
40	antioxidant (as a benefit)	CHECK	Implies a health effect.	'Vitamin C contributes to the protection of cells from oxidative stress.'

This list is also a filter.

Upload the CSV version to ChatGPT or Claude together with your listing, and get every risky phrase flagged in under a minute. The ready-made prompt is in Appendix A.

→ The CSV came in the same email as this PDF.



Weight loss and body shape

Weight loss is one of the most heavily policed areas on Amazon EU. The rules even ban mentioning how fast or how much weight someone will lose.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
41	fat burner	HIGH	Unauthorised claim and a restricted Amazon keyword.	Remove.
42	burns fat / melts fat	HIGH	Unauthorised claim.	Remove.
43	lose 5 kg in 2 weeks	HIGH	The EU explicitly bans claims about the rate or amount of weight loss.	Remove all numbers and timeframes.
44	appetite suppressant	HIGH	Pharmacological claim.	Authorised (3 g/day, with diet): 'Glucomannan in the context of an energy-restricted diet contributes to weight loss.'
45	slimming / skinny	CHECK	Weight-loss claim without authorised wording.	Use the glucomannan claim only if your product qualifies.
46	carb blocker / fat blocker	HIGH	Unauthorised and pharmacological.	Remove.
47	flat belly / belly fat	HIGH	Targeted fat-loss claim.	Remove.
48	detox tea / skinny tea	HIGH	Two unauthorised claims in one.	'Herbal tea blend' + taste and ingredient description.
49	metabolism reset	HIGH	Unauthorised and vague.	Remove.
50	reduces cellulite (for food)	HIGH	Unauthorised claim.	Remove.
51	no diet or exercise needed	HIGH	Misleading. Amazon removes these listings.	Remove.
52	guaranteed weight loss	HIGH	Unauthorised and a promise of results.	Remove.
53	keto pills / puts you in ketosis	HIGH	Unauthorised physiological claim.	Describe the ingredients only.
54	thermogenic	HIGH	Unauthorised claim.	Remove.
55	curbs cravings	CHECK	Not authorised wording.	Remove, or use the glucomannan claim if it applies.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
56	water pills / removes water retention	HIGH	Diuretic effect = medicinal.	Remove.
57	anabolic / muscle builder	HIGH	'Anabolic' suggests steroids.	'Protein contributes to a growth in muscle mass.'
58	explosive energy / insane pump	CHECK	Exaggerated, unsubstantiated effect.	Describe ingredients and amounts per serving.
59	faster recovery	CHECK	Not authorised wording.	'Protein contributes to the maintenance of muscle mass.'
60	before & after	HIGH	Amazon bans before/after imagery and copy for weight loss.	Remove from images, A+ and video.



Proof and authority claims

US listings lean on authority: doctors, the FDA, 'clinical' proof. In the EU, most of these are either banned outright or need evidence you must be able to show on request.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
61	clinically proven	HIGH	Needs robust evidence for this exact product. Amazon restricts it.	Say what was tested, how and by whom, only if you can prove it.
62	clinically tested	CHECK	Allowed only with documented testing.	Keep the study ready; do not imply a medical effect.
63	scientifically proven	HIGH	Absolute proof claim, rarely defensible.	Remove, or reference a specific authorised claim.
64	doctor recommended	HIGH	The EU bans references to recommendations from individual doctors or health professionals.	Remove.
65	nutritionist approved	HIGH	Same rule as doctors.	Remove.
66	pharmacist recommended	HIGH	Same rule as doctors.	Remove.
67	FDA approved	HIGH	The FDA does not approve supplements, and it means nothing in the EU.	Remove.
68	FDA registered facility	CHECK	Misleading in an EU context.	Mention EU-relevant certifications instead.
69	EFSA approved	HIGH	EFSA assesses claims, not products.	Remove.
70	approved by the EU	HIGH	There is no EU product approval for supplements.	Remove.
71	lab tested	CHECK	Fine only if you can show the lab report.	'Third-party tested for [what]', with the certificate on file.
72	studies show / research proves	CHECK	Must be specific, relevant and available on request.	Remove, or cite the specific study you hold.
73	#1 recommended by experts	HIGH	Unverifiable authority claim.	Remove.
74	hospital grade / medical grade	HIGH	Implies a medical device or medicine.	Remove.
75	GMP certified	CHECK	Must be verifiable and current.	Keep the certificate ready.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
76	patented formula	CHECK	You must hold the patent where you sell.	Add the patent number, or remove.
77	award-winning	CHECK	Must name a real, verifiable award.	Name the award and year.
78	trusted by pro athletes	CHECK	Endorsement claims need proof. Watch anti-doping.	Remove unless you have signed endorsements.
79	doping-free / banned-substance free	CHECK	Needs a recognised certification.	Name the certification (e.g. Informed Sport) if you hold it.
80	100% effective / works in 24 hours	HIGH	Promise of results.	Remove.

E

"Natural", "clean" and free-from claims

These look harmless, but the EU forbids suggesting your product is special when all similar products share the same feature. Free-from claims also come with strict thresholds.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
81	100% natural	CHECK	Must be true for every ingredient, including vitamins and additives.	Name the natural ingredients instead.
82	all natural	CHECK	Same risk as '100% natural'.	Name the natural ingredients instead.
83	chemical-free	HIGH	Everything is made of chemicals. Misleading.	Remove.
84	toxin-free / non-toxic	HIGH	Implies other foods are toxic.	Remove.
85	clean / clean label	CHECK	No legal definition. Must not mislead.	List what is and isn't in the product.
86	no additives	CHECK	Misleading if the category never contains them.	Only if true and meaningful for the category.
87	preservative-free	CHECK	Same rule as 'no additives'.	Only if competitors typically use preservatives.
88	no nasties	CHECK	Vague and unsubstantiated.	Remove.
89	non-GMO	CHECK	GMOs must be labelled in the EU anyway. National schemes have rules.	Use only under a recognised scheme (e.g. 'Ohne Gentechnik' in Germany).
90	gluten-free	CHECK	Legal threshold: max 20 mg/kg.	Only with test results.
91	lactose-free	CHECK	Thresholds differ by country.	Check the rule in each target country.
92	sugar-free	CHECK	Max 0.5 g sugars per 100 g/ml.	Only if the criteria are met.
93	no added sugar	CHECK	No sugars or sweetening foods may be added.	If sugars occur naturally: add 'contains naturally occurring sugars'.
94	low sugar	CHECK	Max 5 g/100 g (solids) or 2.5 g/100 ml (liquids).	Only if the criteria are met.
95	allergen-free / hypoallergenic	HIGH	You cannot guarantee zero allergen risk.	Declare allergens correctly; use 'free from [allergen]' only with controls in place.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
96	safe for everyone	HIGH	Absolute safety claim.	Remove.
97	no side effects	HIGH	Medical language and an absolute safety claim.	Remove.
98	pure	CHECK	Must be objectively true.	Specify: 'single-ingredient', 'no fillers', if true.
99	raw	CHECK	Must reflect the actual process.	Only if the product is unprocessed and unheated.
100	made with natural flavours	CHECK	'Natural flavouring' has a strict legal definition.	Check the flavour supplier's specification.

Would your current listing pass?

Paste your Amazon product link into the free INNELS EU Compliance Checker and get your compliance score in minutes.

→ check.innells.com

F

Organic and green claims (new rules from 27 September 2026)

From 27 September 2026, the EU bans generic environmental claims, offset-based 'climate neutral' claims and self-made sustainability labels. At the same time, Amazon has been enforcing organic claims in food in waves. This section is where most listings will get caught next.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
101	organic (without EU certification)	HIGH	Protected term. Needs an EU-certified operator and control-body code.	Only with EU organic certification and correct labelling.
102	bio / öko / eco (for food)	HIGH	Protected equivalents of 'organic' in DE, FR, NL and more.	Same as 'organic'.
103	USDA Organic (as your only proof)	CHECK	Not enough on its own for EU import.	Check the EU-US equivalence conditions and import certificate.
104	made with organic ingredients	CHECK	Restricted if less than 95% of agricultural ingredients are organic.	Mention organic ingredients in the ingredient list only.
105	eco-friendly	HIGH	Generic environmental claim. Banned from 27 Sept 2026 without proof of excellent performance.	Make a specific, provable claim: '100% recycled PET bottle'.
106	green / environmentally friendly	HIGH	Generic claim. Also banned on products in France.	Specific and provable claims only.
107	sustainable	HIGH	Generic claim.	Specify what, how much and how you measured it.
108	climate neutral / carbon neutral	HIGH	Banned when based on offsetting.	Remove.
109	CO2 compensated	HIGH	Offset-based claim.	Remove.
110	planet-friendly / earth-friendly	HIGH	Generic claim.	Remove.
111	biodegradable (packaging)	CHECK	Must state conditions. Banned on packaging in France.	Specify conditions and timeframe, or remove for FR.
112	compostable	CHECK	Must specify home vs industrial and meet standards.	'Industrially compostable (EN 13432)', if certified.
113	plastic-free	CHECK	Must be true for all packaging, including seals and labels.	Only if 100% accurate.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
114	recyclable	CHECK	Must be true in practice. National rules apply.	'Recyclable where facilities exist' + local sorting info.
115	ethically sourced	CHECK	Social claims now fall under the same scrutiny.	Name the certification or sourcing program.
116	responsibly made / conscious	CHECK	Vague social or environmental claim.	Remove, or specify.
117	vegan	CHECK	No EU-wide legal definition yet.	Use a recognised label (e.g. V-Label) if possible.
118	fair trade (without certification)	HIGH	Certification trademark.	Only with Fairtrade or equivalent certification.
119	zero waste	HIGH	Absolute environmental claim.	Remove.
120	your own 'eco' badge or seal	HIGH	Self-made sustainability labels are banned from 27 Sept 2026.	Use only certified or public-authority labels.



Nutrition claims and US-style labels

Nutrition claims are allowed, but only with the exact wording and thresholds from the EU list. Many US-format terms don't exist here at all.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
121	high protein	CHECK	At least 20% of energy must come from protein.	Only if the criteria are met.
122	source of protein	CHECK	At least 12% of energy from protein.	Only if the criteria are met.
123	high fibre	CHECK	At least 6 g/100 g or 3 g/100 kcal.	Only if the criteria are met.
124	low fat	CHECK	Max 3 g/100 g (solids) or 1.5 g/100 ml (liquids).	Only if the criteria are met.
125	fat-free	CHECK	Max 0.5 g/100 g or 100 ml.	Only if the criteria are met.
126	light / lite	CHECK	Needs at least 30% reduction vs a similar product.	State what is reduced and by how much.
127	zero calories / low calorie	CHECK	Strict energy thresholds.	Only if the criteria are met.
128	packed with vitamins	CHECK	'High in' needs at least 30% NRV per 100 g.	'High in vitamin C', if criteria are met.
129	high in omega-3	CHECK	At least 0.6 g ALA or 80 mg EPA+DHA per 100 g/kcal thresholds.	Only if the criteria are met.
130	reduced sugar	CHECK	Needs at least 30% less than similar products.	State the comparison.
131	low salt / low sodium	CHECK	Max 0.12 g sodium per 100 g/ml.	Only if the criteria are met.
132	low carb	HIGH	Not an authorised EU nutrition claim.	Show carbohydrate content in the nutrition table.
133	net carbs	HIGH	Not recognised in the EU. EU carbohydrate values already exclude fibre.	Remove.
134	keto / keto-friendly	CHECK	Not an authorised nutrition claim.	Describe macros; avoid 'keto' in claims.
135	% RDA	CHECK	Outdated term. The EU uses Nutrient Reference Values (NRV).	'% NRV'.
136	% Daily Value (%DV)	CHECK	US format.	'% NRV' / 'Reference Intake'.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
137	Supplement Facts panel	HIGH	US label format. EU requires its own labelling in the local language.	Rebuild the label to EU rules for each country.
138	calories from fat	CHECK	US format.	Follow the EU nutrition declaration format.
139	per serving (only)	CHECK	EU foods need values per 100 g/ml (supplements per daily dose).	Add the EU-required reference values.
140	zero sugar, sweetened with [unapproved sweetener]	HIGH	Sweeteners must be authorised in the EU.	Check every sweetener against the EU additives list.

H

Ingredients that block listings

Sometimes it is not a phrase but an ingredient. The EU has novel food rules, restricted substances and national lists that differ by country. One ingredient can be fine in Spain and block your launch in Germany.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
141	CBD / cannabidiol	HIGH	Novel food with no EU authorisation. Amazon EU bans ingestible CBD.	Remove from food and supplements.
142	hemp extract / full-spectrum hemp	HIGH	Treated as CBD / novel food.	Hemp seed and hemp seed oil only.
143	delta-8 / THC	HIGH	Controlled substance.	Remove.
144	kratom	HIGH	Banned or controlled in many member states.	Remove.
145	kava	CHECK	Restricted or banned in several member states.	Check each target country.
146	ephedra / ma huang	HIGH	Prohibited in food across the EU.	Remove.
147	yohimbe	HIGH	Under EU scrutiny and banned in several countries.	Remove.
148	DMAA / DMHA	HIGH	Unauthorised stimulants.	Remove.
149	SARMs / 'legal steroids'	HIGH	Medicinal substances, prohibited.	Remove.
150	red yeast rice	HIGH	Monacolin levels are capped and warnings are mandatory.	Check the dose (under 3 mg/day) and the warning text.
151	green tea extract (high EGCG)	CHECK	800 mg+ EGCG per day is prohibited. Warnings required.	Check the daily dose.
152	senna / aloe latex	HIGH	Certain hydroxyanthracenes are prohibited.	Remove or reformulate.
153	melatonin (higher doses)	CHECK	Classified as a medicine in some countries above certain doses.	Check each target country's maximum.
154	St John's wort	CHECK	Classified as medicinal in some countries.	Check each target country.
155	vitamin D 5000 IU	CHECK	Maximum levels differ by country.	Check national maximum levels.
156	ashwagandha	CHECK	Restricted by some national authorities.	Check each target country.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
157	NMN	HIGH	Not authorised as a novel food in the EU.	Remove.
158	colloidal silver	HIGH	Not an authorised form in food.	Remove.
159	higenamine	CHECK	On the WADA prohibited list. Risky for sports products.	Remove from sports nutrition.
160	300 mg caffeine per serving	CHECK	High-caffeine warnings are mandatory.	Add the legally required warning text.

Same product. Different country. Different rules.

Market Explorer shows which EU marketplaces make sense for your product — revenue forecast, break-even and compliance costs — before you commit a budget.

→ marketexplorer.innells.com

I

Amazon policy and hype words

These phrases don't break food law, but they break Amazon's listing rules or EU consumer protection law. They are an easy way to get suppressed or lose the Buy Box.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
161	best seller / #1 best seller	HIGH	Amazon prohibits this in listings.	Remove.
162	#1 in Europe / number one	CHECK	Needs independent proof.	Remove, or cite a verifiable source.
163	the best	CHECK	Subjective superlative.	Say what makes it different.
164	guaranteed results	HIGH	Promise of results.	Remove.
165	money-back guarantee	CHECK	Amazon prohibits guarantee information in listings.	Remove from the listing.
166	risk-free	HIGH	Misleading.	Remove.
167	free gift / free shipping	HIGH	Promotional and shipping info are not allowed in listings.	Use Amazon promotions tools instead.
168	sale / discount / % off	HIGH	Pricing and promo language are prohibited in titles and bullets.	Use coupons and deals.
169	limited time only / today only	HIGH	Time-pressure language.	Remove.
170	miracle / magic	HIGH	Implies an unrealistic effect.	Remove.
171	revolutionary / breakthrough	CHECK	Needs substantiation.	Describe the actual innovation.
172	100% safe	HIGH	Absolute safety claim.	Remove.
173	works for everyone	HIGH	Promise of results.	Remove.
174	instant results	HIGH	Promise of results.	Remove.
175	viral on TikTok / trending	CHECK	Unverifiable and promotional.	Remove from the listing.
176	cheapest / lowest price	HIGH	Pricing claims are not allowed.	Remove.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
177	compare to [competitor brand]	HIGH	Uses someone else's trademark.	Remove.
178	Amazon's Choice	HIGH	You cannot claim Amazon badges in your copy.	Remove.
179	★ ✓ ♥ in titles	CHECK	Special characters are not allowed in titles.	Plain text only.
180	healthy	CHECK	A general health reference that needs an authorised claim beside it.	Pair with a specific authorised claim.

J

Children, pregnancy and body-system claims

Claims for children, pregnant women and specific body systems are some of the most tightly controlled. Many require special authorisation, and baby food has its own rulebook.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
181	safe during pregnancy	HIGH	Absolute safety claim for a vulnerable group.	Remove.
182	for pregnant women	CHECK	Only with an authorised claim.	'Folate contributes to maternal tissue growth during pregnancy.'
183	for babies / infants	HIGH	Infant foods follow separate, strict EU rules.	Remove unless the product is legally an infant food.
184	supports child development	HIGH	Children's development claims need specific authorisation.	Use only authorised children's claims.
185	kids' immunity gummies	HIGH	Immunity claim + children = highest scrutiny.	Rebuild with authorised wording and a child-appropriate dose.
186	boosts IQ / brain development	HIGH	Unauthorised claim for a vulnerable group.	Remove.
187	teething relief	HIGH	Medicinal claim.	Remove.
188	colic relief	HIGH	Medicinal claim.	Remove.
189	lactation support / boosts milk supply	HIGH	No authorised claim exists.	Remove.
190	prevents osteoporosis	HIGH	Disease claim.	Authorised for women 50+: 'Calcium and vitamin D help to reduce the loss of bone mineral in post-menopausal women...' (full wording required).
191	menopause relief	HIGH	Symptom relief = medicinal.	Remove.
192	PMS relief	HIGH	Symptom relief = medicinal.	'Vitamin B6 contributes to the regulation of hormonal activity.'
193	prostate support	HIGH	No authorised claim.	Remove.
194	prevents UTIs (cranberry)	HIGH	The cranberry claim was rejected.	Remove.

#	PHRASE	RISK	WHY IT'S RISKY IN THE EU	SAFER ROUTE
195	heart healthy	CHECK	Needs authorised wording.	'EPA and DHA contribute to the normal function of the heart' (250 mg/day).
196	joint support	CHECK	Glucosamine and similar claims were rejected.	'Vitamin C contributes to normal collagen formation for the normal function of cartilage.'
197	eye health	CHECK	Needs authorised wording.	'Vitamin A contributes to the maintenance of normal vision.'
198	strong bones	CHECK	Needs authorised wording.	'Calcium is needed for the maintenance of normal bones.'
199	collagen reduces wrinkles	HIGH	Unauthorised claim.	'Vitamin C contributes to normal collagen formation for the normal function of skin.'
200	beauty from within	CHECK	General health reference.	Pair with an authorised skin, hair or nail claim.

Your AI listing filter

Three steps, about a minute:

1

Open ChatGPT, Claude or the AI tool you already use.

2

Upload
INNELS_EU_Banned_Phrases_Food_Supplements.csv.

3

Copy the prompt below, paste your listing at the end, and send.

COPY PROMPT

You are an EU compliance reviewer for Amazon food and supplement listings.

I have attached a CSV file with risky phrases for the EU market. Each row has: the phrase, its category, a risk level (HIGH or CHECK), why it is risky, and a safer route.

Target marketplaces: [e.g. Amazon.de, .fr, .it, .es, .nl]

Please review my listing below:

1. Check every sentence against the CSV. Match the meaning, not only exact words (for example, "supports your natural defences" matches "boosts immunity").
2. For every match, return a table with: my original text | matched phrase | risk level | why | suggested rewrite.
3. Also flag anything that sounds like a disease, health, weight-loss, safety or environmental claim, even if it is not in the CSV.
4. Do not invent EU-authorized health claims. Only use wording from the "Safer route" column, and mark each one "verify in EU Register".
5. Finish with a short summary: number of HIGH items, number of CHECK items, and the three changes I should make first.

My listing (title, bullet points, description, A+ text):
[paste here]

What the filter can't do

It catches words and meanings. It does not check ingredient doses, whether an ingredient is allowed in each country, your label format, or the claims in your images and packaging. AI tools can also miss things. Treat the result as a first pass, not a sign-off.

10 checks before you publish in the EU

- ☐ **1** No disease, symptom or medical words anywhere — title, bullets, A+, images, video.
- ☐ **2** Every health claim matches the EU Register wording, and your product meets the conditions of use.
- ☐ **3** Every nutrition claim meets its threshold (sugar, fat, protein, fibre, vitamins).
- ☐ **4** No doctor, nutritionist, FDA or "clinically proven" claims you can't back up with documents.
- ☐ **5** No generic green claims ("eco-friendly", "sustainable", "climate neutral") and no self-made eco badges.
- ☐ **6** "Organic" / "bio" used only with EU organic certification and correct labelling.
- ☐ **7** Every ingredient checked for novel food status and national restrictions in each target country.
- ☐ **8** Label rebuilt to EU format: NRV instead of %DV, per 100 g/ml or per daily dose, local language.
- ☐ **9** Required warnings present (e.g. high caffeine, recommended daily dose, keep out of reach of children).
- ☐ **10** No Amazon-prohibited language: best seller, guarantees, promos, prices, special characters in titles.

About INNELS

INNELS is an Amazon and marketplace agency based in Copenhagen and Riga. We help brands from the US, Canada and Europe launch and grow on Amazon and other marketplaces across the EU and UK — from market selection and compliance to listings, advertising and operations.

NEXT STEP

Check your listing for free →

check.innells.com

Find your best EU markets →

marketexplorer.innells.com

Talk to our EU team →

innells.com

Disclaimer: This playbook is a practical guide based on EU regulations, national rules and Amazon policies as of September 2026. It is not legal advice. Rules change and differ by country and product; always verify claims against the EU Register of nutrition and health claims and the rules of each target market before publishing.

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FOOD & SUPPLEMENTS EDITION