

The Greens Label Plan

For anyone holding a tub of green powder and wondering whether the label is telling them anything useful. Every line restates a claim checked against Tier-1 sources. Nothing here is invented, and nothing on this page is for sale.

CHECKED AGAINST FDA · CDC · CLEVELAND CLINIC · JULY 2026

1

Blends can hide the doses

FDA rules require the blend total and the ingredient names, not each amount.

2

Powder is a gap-filler

Cleveland Clinic is direct: it does not replace whole fruits and vegetables.

3

The gap is measured

CDC found only 10 percent of US adults met vegetable intake recommendations.

1. Find out whether every amount is printed

This one check separates most products on the shelf.

WHY THIS WORKS

FDA labeling rules let a manufacturer group ingredients under a blend name and declare only the blend's total weight. The individual amounts are not required. If you cannot see each number, you cannot know your dose of anything.

SOURCE: FDA DIETARY SUPPLEMENT LABELING GUIDE, CHAPTER IV

DO THIS WEEK

- ☐ Scan the label for the words proprietary blend
- ☐ Look for a milligram figure beside every ingredient
- ☐ Put back anything that hides the numbers

2. Fix the vegetables first

The powder is the supplement to the plate, never the replacement.

WHY THIS WORKS

Cleveland Clinic's dietitian puts it plainly: powdered greens should not take the place of eating whole fruits and vegetables, and if you already eat plenty you are likely meeting your needs without them.

SOURCE: CLEVELAND CLINIC, POWDERED GREENS

DO THIS WEEK

- ☐ Add one vegetable to lunch this week
- ☐ Keep frozen vegetables on hand for hard days
- ☐ Aim for colour, not just green

3. Check who tested it, and for what

Supplements are not reviewed for safety or effectiveness before they go on sale.

WHY THIS WORKS

The NIH Office of Dietary Supplements is clear that supplements do not need FDA approval before marketing. Third-party certification for label accuracy and contaminant limits is the substitute for that missing gate.

SOURCE: NIH OFFICE OF DIETARY SUPPLEMENTS

DO THIS WEEK

- ☐ Look for a named third-party testing program
- ☐ Check what the certificate actually covers
- ☐ Skip brands that only say tested

4. Read the two disclosures nobody reads

Caffeine and heavy metals are the two surprises in this category.

WHY THIS WORKS

Many greens powders include matcha or green tea, which carry caffeine. Plants also draw lead and cadmium from soil, which is why

DO THIS WEEK

- ☐ Find the caffeine figure per serving
- ☐ Read any state warning text in full

some plant-derived powders carry a state heavy-metal warning. An honest label prints both.

☐ Ask whether that fits your day

SOURCE: FDA, CAFFEINE AND LEAD IN FOOD GUIDANCE

5. Decide on cost per day, not per tub

A tub price tells you nothing. A daily number tells you everything.

WHY THIS WORKS

Divide the price by the number of servings. That figure is what you are actually committing to, and it is the only fair way to compare two products with different container sizes.

DO THIS WEEK

- ☐ Divide price by servings
- ☐ Compare that number across two brands
- ☐ Cancel anything you stop drinking

SOURCE: AGELESS COACH METHOD NOTE

EVERY CLAIM ABOVE, TRACED

FDA, Dietary Supplement Labeling Guide, Chapter IV · <https://www.fda.gov/food/dietary-supplements-guidance-documents-regulatory-information/dietary-supplement-labeling-guide-chapter-iv-nutrition-labeling>

CDC MMWR, Adults Meeting Fruit and Vegetable Intake Recommendations · <https://www.cdc.gov/mmwr/volumes/71/wr/mm7101a1.htm>

Cleveland Clinic, Powdered Greens: Do They Really Work? · <https://health.clevelandclinic.org/do-powdered-greens-work>

NIH ODS, Dietary Supplements: What You Need to Know · <https://ods.od.nih.gov/factsheets/WYNTK-Consumer/>

Operation Supplement Safety, Proprietary Blends · <https://www.opss.org/article/proprietary-blends-what-does-mean>

Harvard T.H. Chan School of Public Health, Vegetables and Fruits · <https://nutritionsource.hsph.harvard.edu/what-should-you-eat/vegetables-and-fruits/>

FDA, Lead in Food and Foodwares · <https://www.fda.gov/food/environmental-contaminants-food/lead-food-and-foodwares>

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