



## “What the Difference between an ‘Expiration Date’ and a ‘Manufacturing Date?’”

Over the past few years, many manufacturers of herbal products have shifted from printing “expiration dates” on products to printing “manufacturing dates.” Across the industry, practitioners are noticing this change and wondering about the implications for product shelf life. Why the change in the industry standard and what does it mean for consumers? Most practitioners assume that expiration dates are a required feature for product packaging intended to protect the consumer against degraded product.

How long do sealed, prepared herbal extracts stay fresh and effective? The question is difficult to definitively answer, but it is clear that sealed extracts have the potential for significantly extended shelf life.

Blue Poppy Classics and Blue Poppy Originals, since they are dried hot water extracts of herbs, are actually quite stable; encapsulation helps protect against moisture and oxygen, bottling with a good sealed bottle provides additional protection against atmospheric conditions.

DO NOT store any of our internal herbal products in a sunny place OR in a place of high temperature and humidity OR highly variable conditions (getting cold and getting hot repeatedly), all of which, reduce shelf life.

The shelf life determination presumes reasonable storage; for herbs, that would mean at room temperature in a cabinet or on a counter not exposed to sun or extreme elements.

Based on the fact that hundreds of herbs have been tested far beyond the three to five- year period of use that most companies specify, we can assume that the majority of extract products retain their efficacy for a very long period of time.

We at Blue Poppy recommend that practitioners, for maximum efficacy, use the following guidelines for our products; consume within 5 years of the manufacture date for encapsulated and tableted formulas and within 36 months for our glycerin based tinctures.