LACTOSE-FREE VS MILK-FREE

What it means, who it's for, and how it's validated

LACTOSE-FREE

What it means?

Show the product contains no milk sugar (lactose)

Target Consumers

People with lactose intolerance

Claim Validation

Nutritional testing - < 0.5g lactose per 100g product

MILK-FREE

What it means?

Show the product contains no milk protein

Target Consumers

People with milk allergies

Claim Validation

Allergen testing – no milk protein detection

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