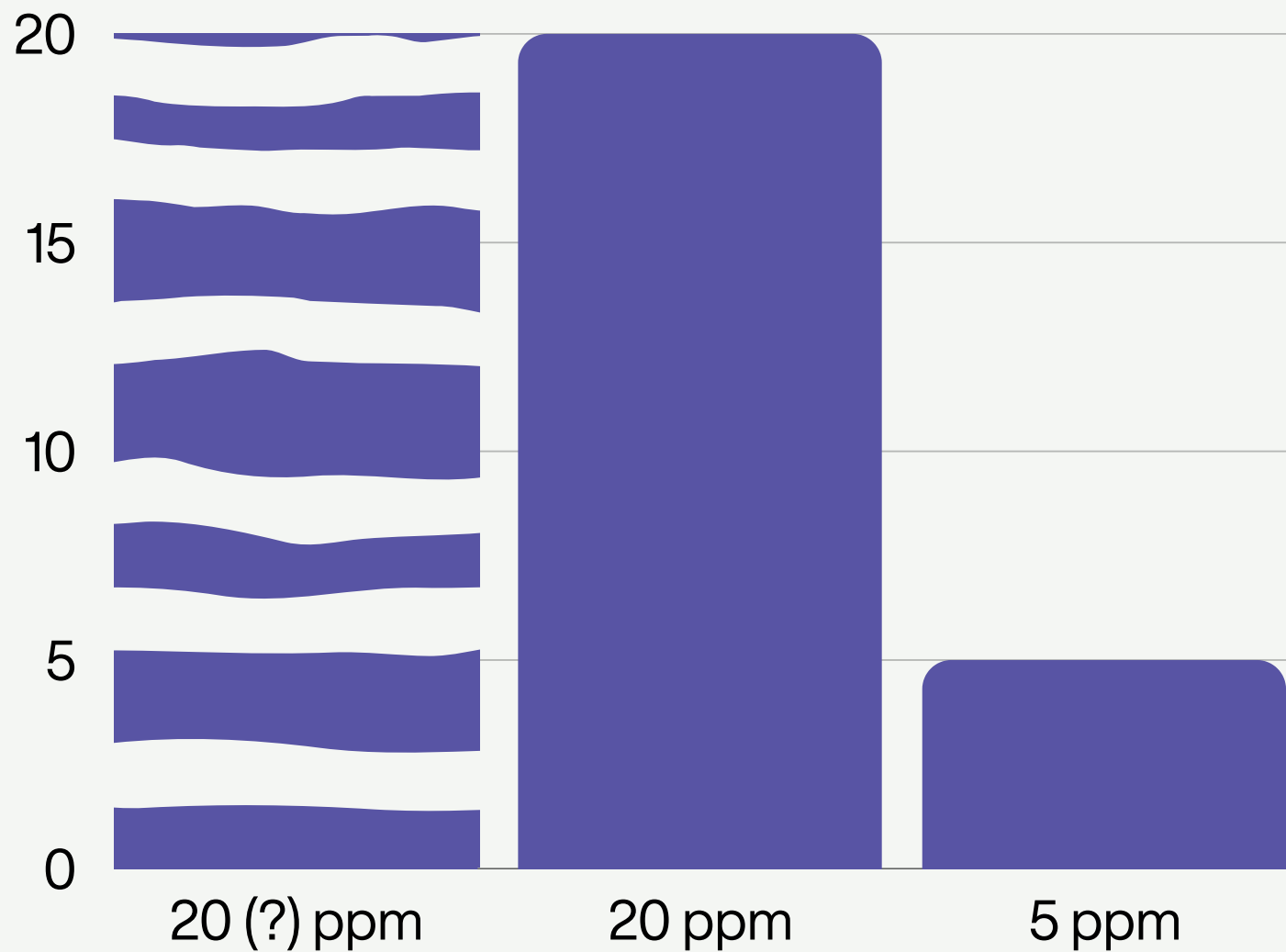


The 3 Levels of "Gluten-Free" Labels



Self-Declared

Standard
Certification

High-Sensitivity
Certification



The 3 Levels of "Gluten-Free" Labels

Level 1: Self-Declared



GLUTEN
FREE

The Standard: 20ppm (Claimed)

The Reality:

The brand says it meets the legal limit of 20ppm. But without independent audits, you are relying entirely on the honor system.

Risk: High.

No one checked the homework.

The 3 Levels of "Gluten-Free" Labels

Level 2: Standard Certification



The Standard: 20ppm (Verified)

The Reality:

An independent auditor verifies the product meets the legal safety limit (20ppm). This ensures the brand isn't just guessing—they are compliant with government regulations.

Risk: Low.

The global baseline for safety.

The 3 Levels of "Gluten-Free" Labels

Level 3: High-Sensitivity



The Standard: 10ppm or 5ppm

The Reality:

These programs go beyond the law to capture even trace gluten. Some certify to 10ppm. GFFP certifies to 5ppm—the strictest standard in the industry.

Risk: Lowest.

Designed for the most sensitive bodies who need the widest safety buffer possible.

The 3 Levels of "Gluten-Free" Labels

**Which level is in
your pantry?**

**We choose 5ppm because when it comes to
Celiac safety, "good enough" isn't enough.**

