

(4) If in package form, unless it bears a label containing the name and place of business of the manufacturer, packer, or distributor.

(5) If any word, statement, or other information required by or under authority of this subheading to appear on the label or labeling is not prominently placed thereon with conspicuousness (as compared with other words, statements, designs, or devices in the labeling) and in terms to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use.

(6) If it purports to be or is represented as food for which a definition and standard of identity has been prescribed by regulations as provided by Section 188A, unless (1) it conforms to such definition and standard, and (2) its label bears the name of the food specified in the definition and standard, and, insofar as may be required by such regulations, the common names of optional ingredients (other than spices, flavoring, and coloring) present in such food.

(7) If it purports to be or is represented as:

[(i)] A food for which a standard of quality has been prescribed by regulations as provided by Section 188A and its quality falls below the standard of quality the regulations specify, unless its label bears, in manner and form as the regulations specify, a statement that it falls below the standard.

(8) If it is not subject to the provisions [of subsection (b)] of this section, unless it bears labeling clearly giving (i) the common or usual name of the food, if any there be and (ii) in case it is fabricated from two or more ingredients, the common or usual name of each ingredient; except that spices, flavorings, and colorings, other than those sold as such, may be designated as spices, flavorings, and colorings without naming each; provided, however, that to the extent that compliance with the requirements of clause (ii) of this subsection is impractical or results in deception or unfair competition, exemptions shall be established by regulations promulgated by the Secretary.

(9) If it purports to be or is represented for special dietary uses [.] unless its label bears such information concerning its vitamin, mineral, and other dietary properties as the Secretary determines to be, and by regulations prescribes as, necessary in order fully to inform purchasers as to its value for such uses.

(10) If it bears on contains any artificial flavoring, artificial coloring, or chemical preservative, unless it bears labeling stating that fact; provided, however, that to the extent that compliance with the requirements of this subsection is impracticable, exemptions shall be established by regulations promulgated by the Secretary. The provisions of this subsection and of [paragraphs] *subsections* (8) and (12) with respect to artificial coloring shall not apply to butter, cheese, or ice cream.

(11) If it is a product intended as an ingredient of another food and when used according to the directions of the purveyor will result in the final food product being adulterated or misbranded.