

Health & Nutrition Claims Regulation: the consumer benefit

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Which?

Please note that the claims made on the products referred to this in presentation may have changed since they were first found and used by Which? as examples.

Why consumers want action

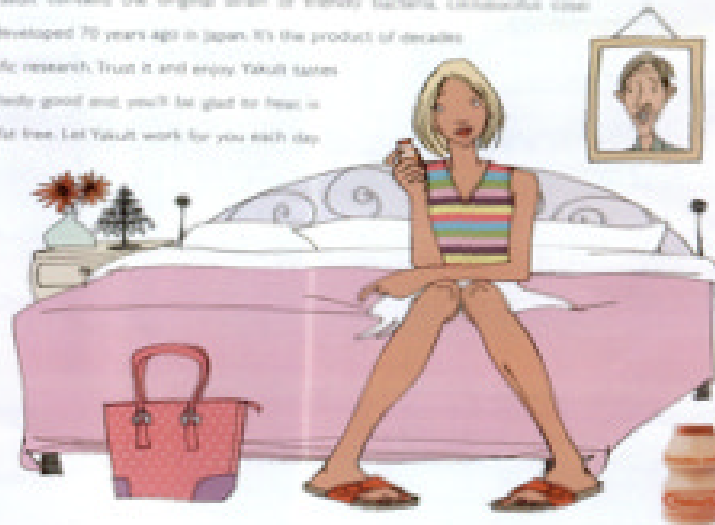
How do consumers know if claims are accurate?

How can you spot the difference between health claims that have been independently checked, those that haven't but could be true and those that are misleading?

Yakult - ‘ During your period, you are more prone to an upset tummy. Did you know that friendly bacteria could help?’ ASA ruling, May 2005

WHY FRIENDLY BACTERIA WORKS FOR A GIRL.

During your period, you're more prone to an upset tummy. Did you know that friendly bacteria could help? There are other problems you'll recognise. The knottiness about feeling after a course of antibiotics, stress or erratic dieting. That queasiness after a boozey night out. The bloating you get some mornings that feels like you've moved up a dress size. Wind, the runs, stomach pain – all are often due to bad bacteria. By staying fit, eating healthily and including friendly bacteria in your daily diet, you can stack the cards against them. The friendly bacteria in Yakult top up your good ones, keeping your bad bacteria at bay. Yakult contains the original strain of friendly bacteria, *Lactobacillus casei* Shirota, developed 70 years ago in Japan. It's the product of decades of scientific research. Trust it and enjoy Yakult: tastes unexpectedly good and you'll be glad to hear it's virtually fat free. Let Yakult work for you each day.



For more information, call 0845 769 7069 or visit www.yakult.co.uk



Fruvo natural energy bars - 'Mental energy boost' which gives 'you a feeling of wellbeing and alertness'





St Ivel Advance omega 3 - 'clever milk'. 'May enhance learning and concentration' 'can also help to maintain a healthy heart'.



Are products that make claims as healthy as they seem?

Go Ahead cakes by McVities - 'the healthier choice', ASA ruling, March 2005





**Milky Way whipped milk and chocolate flavour spread -
'rich in calcium, magnesium and vitamins'**



Consumer benefits of claims legislation

Clear and binding definitions of low fat etc

Foods high in more than one nutrient can't make a nutrition claim

Foods high in one nutrient have to make this clear on the label

Disease risk reduction claims to be allowed but have to go through full authorisation procedure

Registration procedure for new health claims

Existing health claims to be put on an EU wide approved list

Thank you.