

Quick guide on how to use nutrition and health claims

Nutrition and health claims can be used for the marketing and advertising of food, as long as they fulfil the requirements set out in the regulation on nutrition and health claims (Regulation (EC) No 1924/2006).

What are nutrition and health claims?

A claim

- is any message or representation, which is not mandatory under legislation.
- states, suggests or implies that a food has particular characteristics.
- can have a pictorial, graphic or symbolic representation in addition to the text.
- can also be a trade mark, brand name or fancy name.

Type of claim	Example
Nutrition claims <ul style="list-style-type: none"> • a claim as to the beneficial nutritional effect of a food • Energy, nutrient or other substance 	<ul style="list-style-type: none"> • Source of calcium • Contains calcium • High in calcium
Functional health claims <ul style="list-style-type: none"> • a claim as to the health benefits of a food • growth, development, the functions of the body, psychological functions, behaviour, slimming, weight-control etc. 	<ul style="list-style-type: none"> • Calcium is needed for the maintenance of normal bones • Calcium contributes to normal muscle function
Health claims that refer to children's development and health.	<ul style="list-style-type: none"> • Calcium is needed for normal growth and development of bone in children.
Health claims that refer to reduced risk factors for illness	<ul style="list-style-type: none"> • Calcium helps to reduce the loss of bone mineral in post-menopausal women. Low bone mineral density is a risk factor for osteoporotic bone fractures.
Medicinal claims, PROHIBITED <ul style="list-style-type: none"> • A food cannot be claimed to have properties that prevent, treat or cure human diseases 	<ul style="list-style-type: none"> • Calcium reduces the risk of osteoporosis • Calcium improves damage caused by osteoporosis • Calcium treats osteoporosis • Calcium prevents osteoporosis from developing

Regulation (EC) No 1924/2006 on nutrition and health claims made on foods

- applies to nutrition and health claims made in commercial communications, relating to the labelling, presentation and advertising of foodstuffs to be delivered as such to the final consumer.
- also applies to the information given to health professionals.

How are nutrition and health claims used?

How to use nutrition and health claims on labelling, in presentations or marketing material for food:
Find out what ingredient, nutrients or other substances the food contains and how much.
Find out which nutrition and health claims can be made on the ingredients, nutrients or other substances in the food: <ul style="list-style-type: none"> • Nutrition claims • Health claims • Health claims on the waiting list for botanical substances that can be used for the time being
Find out if the food fulfils the requirements for the claim in question: <ul style="list-style-type: none"> • Does the food contain a sufficient quantity of the substance for which the claim is made? • Does the food belong to a food category for which the claim is approved?
Use a wording for the health claim which corresponds to an authorised claim. <ul style="list-style-type: none"> • Ensure that the claim has the same meaning and that it does not promise a better or more comprehensive effect on health, for example.
Add the mandatory additional details required for the use of the claims in the information on the labels or in distance selling.
Are generic expressions, pictorial, graphic or symbolic representations, product names, trademarks or fancy names that can be seen as claims, presented about the food? <ul style="list-style-type: none"> • Ensure that they are all related to claims that are permitted to be made on the food. • Connect them to an authorised claim specifying the health effect with an asterisk (*), if they are not next to an authorised claim.
Use only authorised claims about the food. Note, that in addition to labelling this relates to all presentations and marketing of the food and the image created of the food, such as: <ul style="list-style-type: none"> • Advertisements in magazines, radio and TV, brochures, newspapers, books, product catalogues, mail order catalogues, web pages, material intended for healthcare professionals, social media (for example Facebook, Twitter, Pinterest, Instagram, YouTube), blogs, announcements in shopping malls, signs, signage on shelves, presentations, verbal marketing etc.
Make sure that the claims on the food do not attribute: <ul style="list-style-type: none"> • Medicinal claims • Prohibited claims • Misleading information

For more information please contact:

<https://www.evira.fi/en/foodstuff/manufacture-and-sales/food-information/nutrition-and-health-claims/>