



Llywodraeth Cymru
Welsh Government

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Nutrition and Health Claims

Quick start guide to guidance on compliance with Regulation (EC) No. 1924/2006 on nutrition and health claims made on foods

The Welsh Government guidance to compliance with Regulation (EC) No.1924/2006 on nutrition and health claims made on foods gives regulatory and best practice advice and is designed to help food business operators, and others choosing to use claims about foods in a commercial context, comply with the Regulation. It may also be of interest to enforcement authorities.

The guidance can be found at: www.wales.gov.uk/legislation/guidance/nutritionguide

This quick start guide is intended to serve as an entry point to the guidance, it is not a substitute for it.

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European Regulation 1924/2006 on nutrition and health claims made on foods came into force on 19 January 2007 and applied from 1 July 2007. It seeks to protect consumers from misleading or false claims. It also makes it easier for manufacturers to identify nutrition and health claims that can be used on any specific food product.

What does Regulation 1924/2006 apply to?

Voluntary nutrition or health claims must comply with the requirements of the Regulation. A nutrition claim is a claim that states, suggests or implies that a food has beneficial nutritional properties, such as “low fat” or “high in fibre”. A health claim is any claim which states suggests or implies that health benefits can result from consuming a given food, such as “helps build strong bones”, “helps maintain normal blood cholesterol levels”. The Regulation also controls general references to overall health and well-being, such as “healthy” or “superfood”. Regulation 1924/2006 applies to claims made in commercial communications, including labels, leaflets, menus, adverts and websites.

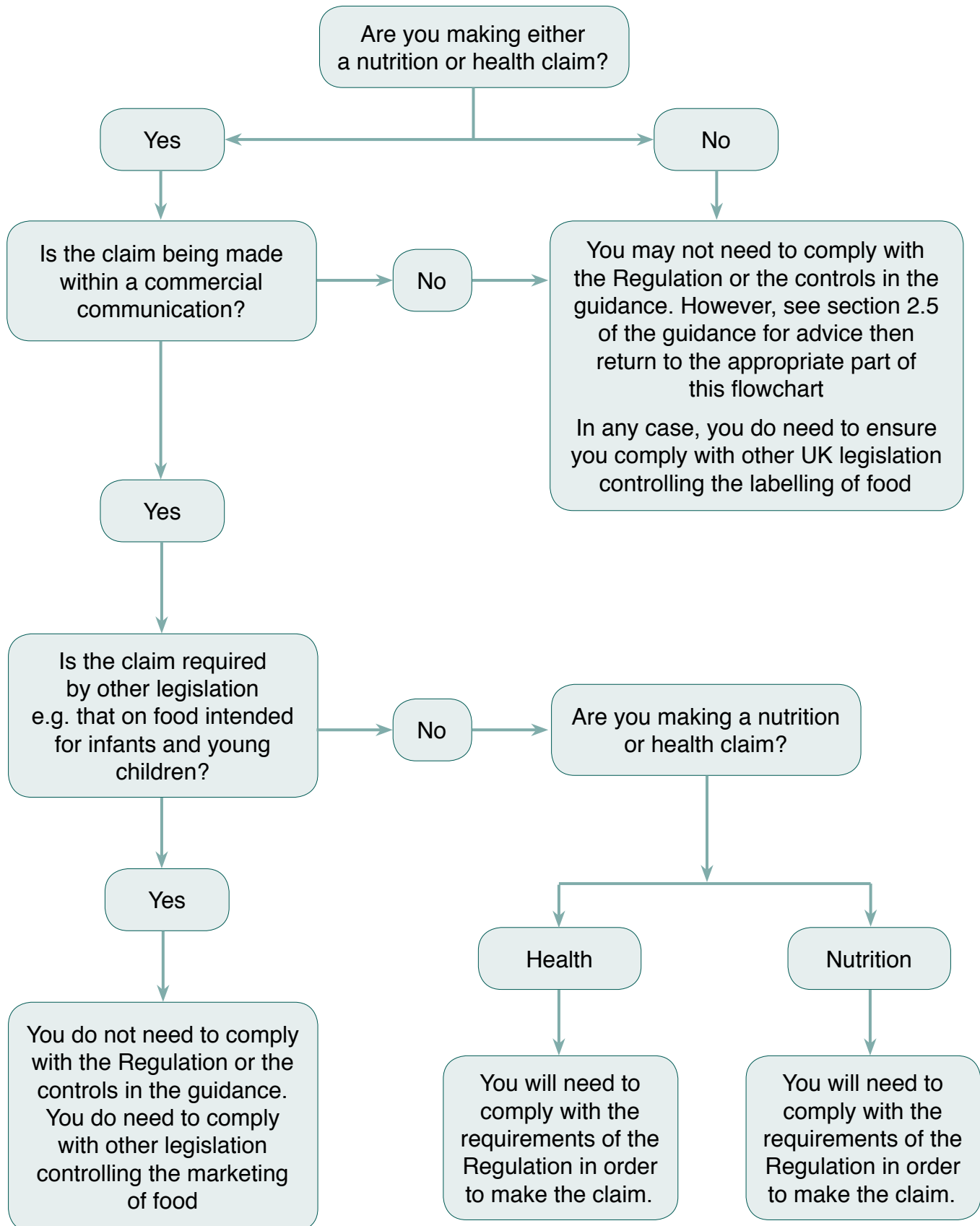
What does Regulation 1924/2006 require?

The Regulation requires that nutrition and health claims made on foods are authorised before being used in Europe; the [EU register of authorised claims](#) is on the European Commission’s website. Other key requirements of the Regulation are that:

- Claims must comply with the general rules which include not being false, ambiguous or misleading; not encouraging or condoning excess consumption of a food; and not implying that a balanced diet cannot provide necessary nutrients.
- If a claim is made it is obligatory to provide nutrition labelling in most cases.
- Only nutrition claims in the EU Register can be made and only if a product meets with the specific conditions of use for that claim. For example, “low fat” can only be made on a product containing no more than 3g of fat / 100g (for a solid) or no more than 1.5g fat / 100ml (for a liquid).
- Health claims must be authorised and included in the list of authorised health claims in the EU Register before they can be used.
- With limited exceptions, claims must not be made on alcoholic beverages containing more than 1.2% by volume of alcohol.
- Health claims which suggest that health could be affected by not consuming a food cannot be made.
- Health claims which make reference to the rate or amount of weight loss cannot be made.
- Health claims which make reference to recommendations of individual doctors or health professionals cannot be made on food.

The flowchart below is designed to help you decide whether you need to comply with the controls in Regulation 1924/2006.

Do I Need to Comply with the Regulation?



If you do need to comply, you should read the full guidance to compliance. It includes detailed information about the scope of the Regulation; what are considered to be nutrition claims and health claims; general requirements that all nutrition and health claims must fulfil; prohibited claims; how to get a claim on the EU Register; future controls on claims (nutrient profiles); transition periods; enforcement. It also includes numerous detailed questions and answers.

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