

# Nutrition & Health Claims

## An Overview

# When Can I Make a Nutrition or Health Claim?

Claims can be made if there is a **beneficial nutritional or physiological effect**, established by **scientific evidence**

(due to presence, absence or reduced content of a nutrient/substance)

Stated or implied claims are both covered by the regulations

*“the test of an acceptable health claim is whether it can be substantiated by science. Claims that cannot, should not be made”*

*European Commission*

# Nutrition & Health Claims - legal requirements

Nutritional labelling is required if making claims

Permitted nutritional claims are specified in law

Approved health claims published in EU online register

*NB: conditions of use!*

Certain claims are not allowed:

- Suggesting that health could be affected by not eating a food
- Claims relating to the rate or amount of weight loss
- Recommendations by health professionals (except national associations)

[Regulation (EC) No 1924/2006]

***Can you find any  
Nutrition or Health Claims on the packaging  
provided?***



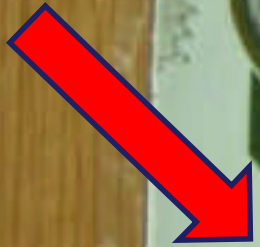


Taste a Memory Foods



Healthy Option

✓ LOW IN FAT  
✓ LOW IN SALT  
✓ GLUTEN FREE



Each pie contains	CALORIES	FAT	SAT. FAT	SALT	SUGAR	of your RDA
	272	11.6g	5.2g	1.2g	1.6g	
	14 %	17 %	26 %	19 %	2 %	

100% natural,  
no artificial colours  
or preservatives  
& handmade  
in Ireland

# Seafood Pie

Steamed Salmon and Haddock in a lightly seasoned dill & white wine sauce with the addition of smoked coley for added flavour.

400g e



Shaun  
the  
Sheep

Baa-rilliant

Limited Edition  
**BOOKS  
OFFER**

**Weetabix**  
THE WHOLEGRAIN CEREAL

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Low in fat



Low in sugar



High in fibre



Wholegrain





NO ARTIFICIAL SWEETENERS

HEINZ BEANZ<sup>®</sup>  
REDUCED SUGAR AND SALT



1 of your 5 a day

4 SNAP POTS<sup>®</sup>

Low Sugar Low Fat High Fibre

1 MIN

MICROWAVEABLE PORTIONS

e800g (4 x 200g)



**30% LESS SUGAR**  
**25% LESS SALT\***  
**4 SNAP POTS®**

\*30% less sugar and 25% less salt than standard Heinz Baked Beans

Heinz Beanz® Reduced Sugar and Salt Snap Pots:  
Just the right amount for beans on toast, but without the mess and hassle.

e800g  
(4 x e200g)



#### INGREDIENTS

Beans (51%), Tomatoes (36%), Water, Sugar, Cornflour, Modified Cornflour, Salt, Antioxidant - Ascorbic Acid, Spice Extracts, Herb Extract

#### GOOD TO KNOW

- ✓ Gluten free.
- ✓ Suitable for vegetarians.
- ✓ No artificial colours, flavours or preservatives.
- ✓ Beans only count once towards your 5 a day

#### MICROWAVE (category E - 850W)

1. Snap off one pot and peel film back.
2. Heat for 1 minute on full power. (time given is approximate).
3. Remove from microwave and stir.  
**CAUTION: WILL BE HOT**  
Eat at once. Do not reheat.

Packaged in a protective atmosphere.

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Weetabix

# Oatibix

For a happy heart!

- Helps to maintain cholesterol\*
- With 100% wholegrain oats
- Low in saturated fat & salt

## Permitted Nutrition Claims (Reg (EC) No 1924/2006)

Low energy	Energy reduced	Energy free	Low fat	Fat free
Low saturated fat	Saturated fat free	Low sugars	Sugar free	With no added sugar
Low sodium/salt	Very low sodium/salt	Sodium free or salt free	Source of fibre	High fibre
Source of protein	High protein	Source of [vit] and/or [mineral]	High [vit] and/or [min]	Contains [nutrient/substance]
Increased [nutrient]	Reduced [nutrient]	Light/lite	Naturally/natural	Source of omega-3 fatty acids
High omega-3 fatty acids	High mono-unsaturated fat	High poly-unsaturated fat	High unsaturated fat	

# Conditions for Claims Relating to Fibre

**High Fibre** - and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 6 g of fibre per 100 g or at least 3 g of fibre per 100 kcal.

**Source of Fibre** – A claim that a food is a source of fibre, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 3 g of fibre per 100 g or at least 1,5 g of fibre per 100 kcal.

# Conditions for Claims Relating to Omega 3

## **SOURCE OF OMEGA-3 FATTY ACIDS**

A claim that a food is a source of omega-3 fatty acids, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 0,3g alpha-linolenic acid per 100g and per 100kcal, or at least 40mg of the sum of eicosapentaenoic acid and docosahexaenoic acid per 100g and per 100kcal.

## **HIGH OMEGA-3 FATTY ACIDS**

A claim that a food is high in omega-3 fatty acids, and any claim likely to have the same meaning for the consumer, may only be made where the product contains at least 0,6g alpha-linolenic acid per 100g and per 100kcal, or at least 80mg of the sum of eicosapentaenoic acid and docosahexaenoic acid per 100g and per 100kcal.

# Information required to support health claims

Statement indicating the importance of a varied & balanced diet & a healthy lifestyle;

Quantity of the food & pattern of consumption required to obtain the claimed beneficial effect;

Statement indicating who should avoid the food, where appropriate;

Warning where there's a health risk if consumed in excess.

*NB: conditions of use!*



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Use just like regular milk

At Avonmore we know that managing your cholesterol isn't easy. It can be difficult to eat the right foods and make the right lifestyle choices. That's why we have introduced New Avonmore Heart Active Milk with added plant sterols which have been proven to reduce cholesterol.

Plant sterols work by partly blocking the absorption of cholesterol in the intestine, lowering cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.

**Consuming just 2-3 glasses of Avonmore Heart Active every day for 2-3 weeks can help reduce cholesterol by 7% - 10%.**

Did you know, to get the full benefit of plant sterols you have to consume the recommended amount\* every day? That's why Avonmore Heart Active is ideal. It has all the great taste of our Low Fat Milk, and can be used in the exact same way as your current milk; as a drink, in cereal, and in tea or coffee. So it's the easy and convenient way to get your plant sterols each day.

**For more information check out our website**  
[www.avonmoreheartactive.ie](http://www.avonmoreheartactive.ie)

\*The benefits of plant sterols are obtained with a recommended daily intake of 1.5 to 2.4g of plant sterols.

## Nutritional Information

Average Values	Per 100ml
Energy	182kJ / 43kcal
Protein	3.4g
Carbohydrate	5.1g
of which sugars	5.0g
Fat	1.0g
of which saturates	0.6g
Fibre	Trace
Sodium	<0.1g
Plant Sterols	0.3g
Calcium	122mg (15% RDA)
Vitamin B12	0.4µg (16% RDA)

RDA = Recommended Daily Allowance

### Ingredients

1% Low Fat Milk, Plant sterols (0.3%), Emulsifier (mono and diglycerides of fatty acids), Stabiliser: Carrageenan.

Each 250ml serving contains

Calories 108 5%

Sugars 12.5g 14%

Fat 2.5g 4%

Saturates 1.5g 8%

Salt 0.3g 5%

of an adult's guideline daily amount

Keep Refrigerated between 0 and 5°C.  
Once opened use within 7 days and by the use by date. Use by: See Lid.

**Shake well before opening**

Pasteurised and homogenised 1% milk drink with added plant sterols.

**glanbia**

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# Sultana & Apple



- ✓ 100% Wholegrain Oats & Wheat
- ✓ High in Fibre
- ✓ Low Salt & Saturated Fat



Contributes to a  
**Healthy  
Cholesterol  
Level\***

550g

### Nutrition: Typical Average Values

	Per 40g serving	Per 100g
Energy	657kJ/ 156kcal	1643kJ/ 390kcal
Protein	3.8g	9.5g
Carbohydrate (of which sugars)	27.8g 9.3g	69.4g 23.3g
Fat (of which saturates)	2.6g 0.5g	6.5g 1.2g
Fibre	3.1g	7.7g
Sodium*	0.04g	0.09g
*Equivalent as Salt	0.09g	0.23g
<b>Vitamins &amp; Iron</b>		
Thiamin (B1)	0.4mg	0.9mg
Riboflavin (B2)	0.5mg	1.2mg
Niacin	5.4mg	13.6mg
Folic Acid	68.0µg	170.0µg
Iron	4.8mg	11.9mg

A 40g serving of Weetabix Oatibix Bites Sultana & Apple provides 34% of the Recommended Daily Allowance (RDA) of the vitamins & iron listed. 100g of Weetabix Oatibix Bites Sultana & Apple provides 85% of the RDA of the vitamins & iron listed.

\*People with a healthy heart tend to eat more wholegrain foods as part of a healthy diet and lifestyle. The inclusion of oats as part of a diet low in saturated fat and a healthy lifestyle can help contribute to a healthy cholesterol level. One serving (40g) of Oatibix Bites Sultana & Apple provides 1g of beta glucan soluble fibre from wholegrain oats, which is about one third of the suggested daily intake (3g).

# Sugar-free chewing gum authorised claims

‘Chewing gum sweetened with 100% xylitol has been shown to reduce dental plaque. High content/level of dental plaque is a risk factor in the development of caries in children’ becomes:

Xylitol sweetened (100%) reduces the risk of dental caries in children

SFG helps maintain tooth mineralization

SFG helps neutralise plaque acids

SFG reduces oral dryness

SFG reduces tooth mineralization

SFG with carbamide neutralises plaque acids more effectively

# Further Information

FSAI Guidance Document

Information on Nutrition & Health Claims  
April 2010

[http://www.fsai.ie/resources\\_publications.html](http://www.fsai.ie/resources_publications.html)

