



Nutrition & Science Claims

Setting the scene

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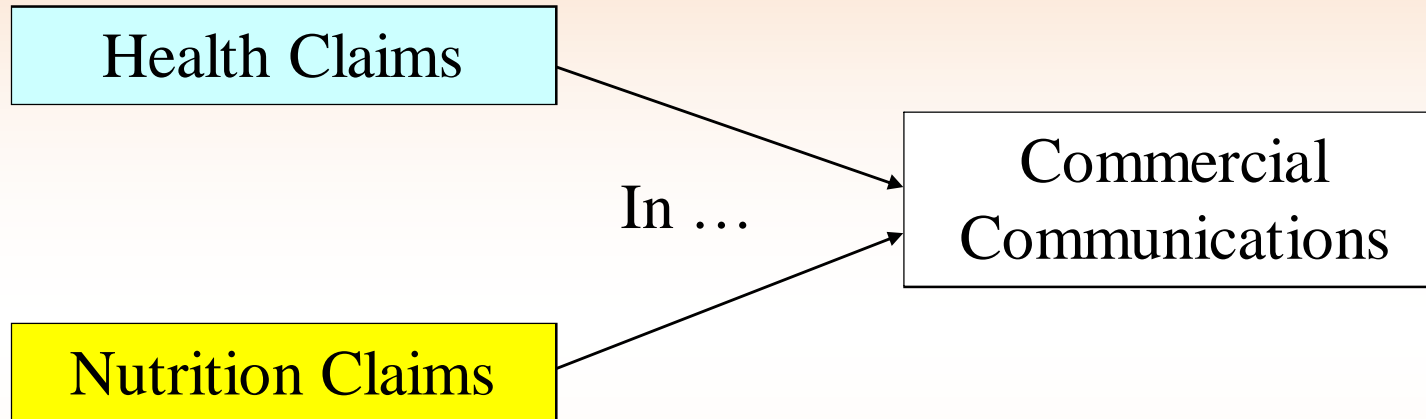
Nutrition Communications

Nutrition & Health Claims Regulation

- In force since Dec 2012
- All health claims banned unless on approved EU list
- Only 8% of proposed claims were awarded a positive opinion by EFSA
- Mostly vitamins and minerals



Regulation covers:



“any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health”.

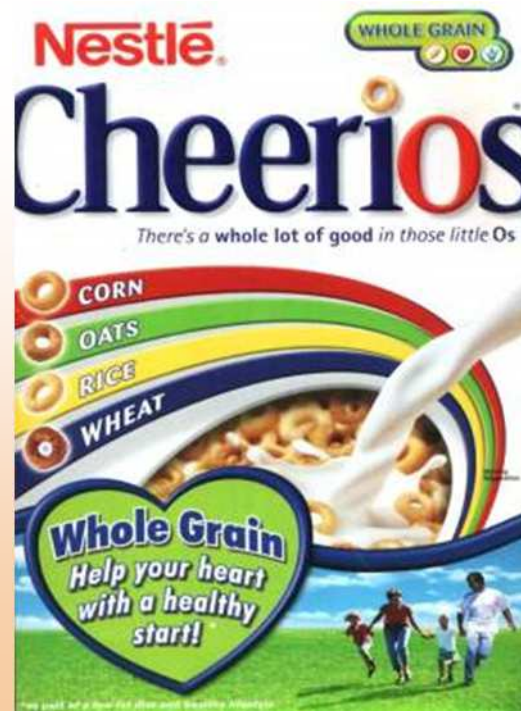
Examples



Two types of health claim

Article 13

- Maintenance of health & function
- Weight loss
- Satiety



Article 14

- Disease risk reduction
- Cholesterol-lowering
- Claims about children's development



Cholesterol/heart health claims

Alpha-linolenic acid

Beta-glucans

EPA & DHA

Glucomannan

Guar gum

HPMC*

Replacing SFA with oleic acid

Pectins

Linoleic acid



Nutrition Communications

*Hydroxypropyl methylcellulose fibre

Control of blood glucose claims

Arabinoxylan
(from wheat)

Fructose

Beta-glucans from
oats or barley

Pectins

Resistant starch

HPMC*

*Hydroxypropyl methylcellulose fibre



Nutrition Communications

Gut health claims

Barley grain
fibre

Lactulose

Rye fibre

Oat grain
fibre

Wheat bran
fibre



Brain/control of fatigue claims

Iron - fatigue

Caffeine – alertness
concentration

DHA - brain

Pantothenic acid
- fatigue

Iron - cognitive
function

Magnesium –
fatigue

Iodine - cognitive
function

Zinc - cognitive
function



Vitamins and minerals with claims

- Vitamin A
- Thiamine
- Riboflavin
- Vitamin B6
- Vitamin B12
- Folate
- Niacin
- Pantothenic acid
- Vitamin C
- Vitamin D
- Vitamin E
- Vitamin K
- Biotin
- Calcium
- Chromium
- Copper
- Iodine
- Iron
- Magnesium
- Phosphorus
- Selenium
- Manganese
- Zinc

Are consumers interested?

- Yes and no!
- Consumers are interested if:
 - Health claim resonates with their situation
 - Ingredient is understood and fits with the claim being made
 - Food vehicle is perceived as healthy



Health claims warning

- Consumers sceptical of health claims, especially in UK
- Consumers less likely to believe multiple claims
- Consumers expect to 'feel the benefit'
- Many consumers still don't read labels
- Taste is still 'King'



When to use health claims

- When you have a genuine benefit to offer consumers
- When your ingredient fits with the flavour and character of your product
- As part of a wider communications strategy so consumers understand the benefit your product offers
- If your claim is legal



When not to use health claims

- When there isn't a need for your nutrient or ingredient
 - Intakes of vitamins in the UK are high for most people (except vitamin D)
 - However, intakes of some minerals low e.g. iron, selenium, magnesium, iodine, potassium, zinc





- When consumers are unlikely to feel the benefit – e.g. cognitive/psychological claims
- If scientific evidence suggests that the bare minimum 15% RDA isn't enough to make a difference
- If your product is high in sugar, salt or saturated fat, or high in artificial ingredients





Problem with health claims

- Now mired in a bureaucratic rather than scientific environment
- Many claims allowed for vitamins and minerals that won't benefit Western consumers who are not deficient in these nutrients
- Other useful claims not allowed, e.g. probiotic, prebiotic, satiety, weight loss

Concerns about the future

- How will new claims be approved?
- Will claims keep pace with the scientific literature?
- Will politics prevent certain claims (e.g. caffeine, fructose)
- Will companies overuse vitamin claims leading to more consumer scepticism?



Overt health claims or PR?

Health claims

- Legal claims
- Appropriate amounts of ingredient or nutrient
- Good communication strategy or benefit well understood
- Consumer need already established

PR

- Illegal claims
- Emerging evidence
- When the 'ideal' intake of an ingredient or nutrient is unclear e.g. choline
- Consumer understanding of need or benefit is poor



Conclusion

- Tread carefully with health claims
- Just because they are available 'off the peg', you don't need to use them
- There are other ways to communicate benefits, e.g. PR
- Consumers probably value taste, price and convenience more than claims