

# 10<sup>th</sup> Seminar on Nutrition Labeling, Claims and Communication Strategies

August 28 – 29, 2018  
Renaissance Hotel, Kuala Lumpur, Malaysia

## Organizers



## Co-organizer



## In Collaboration With



Food Safety and Quality Division  
Ministry of Health Malaysia

# 10<sup>th</sup> Seminar on Nutrition Labelling, Claims and Communication Strategies

## Singapore's Regulatory Updates and Future Direction

28 – 29 August 2018  
Kuala Lumpur, Malaysia



Agri-Food & Veterinary Authority

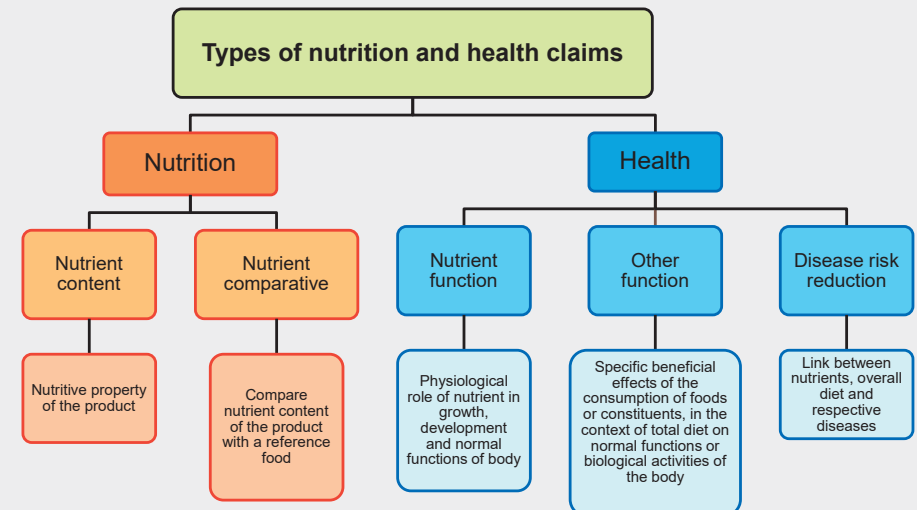
## Content

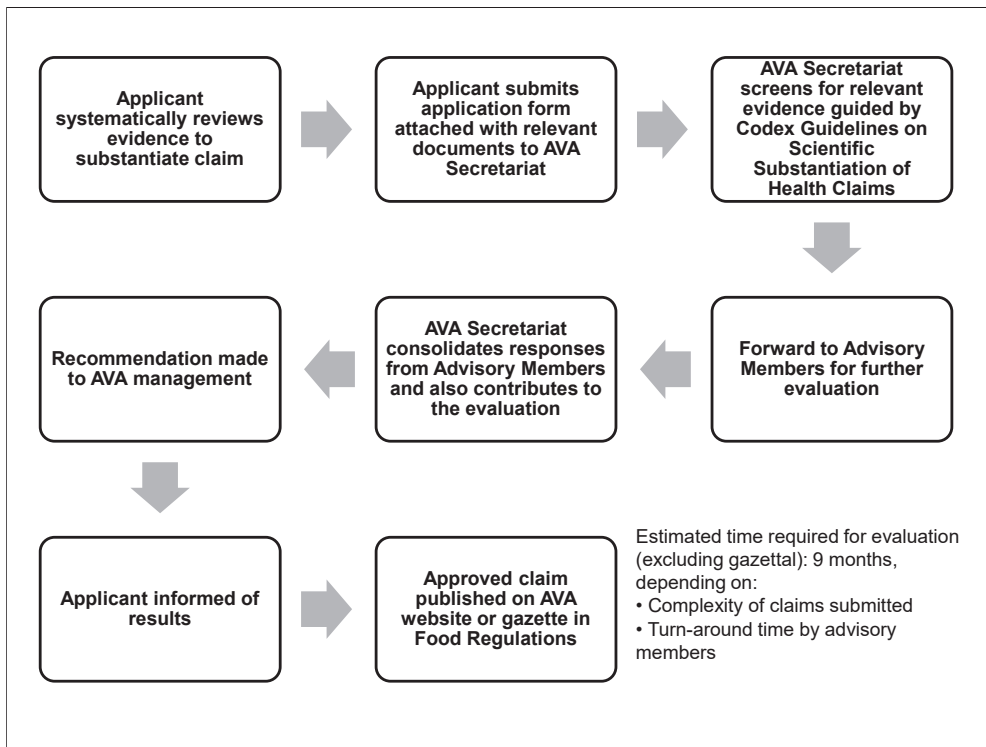
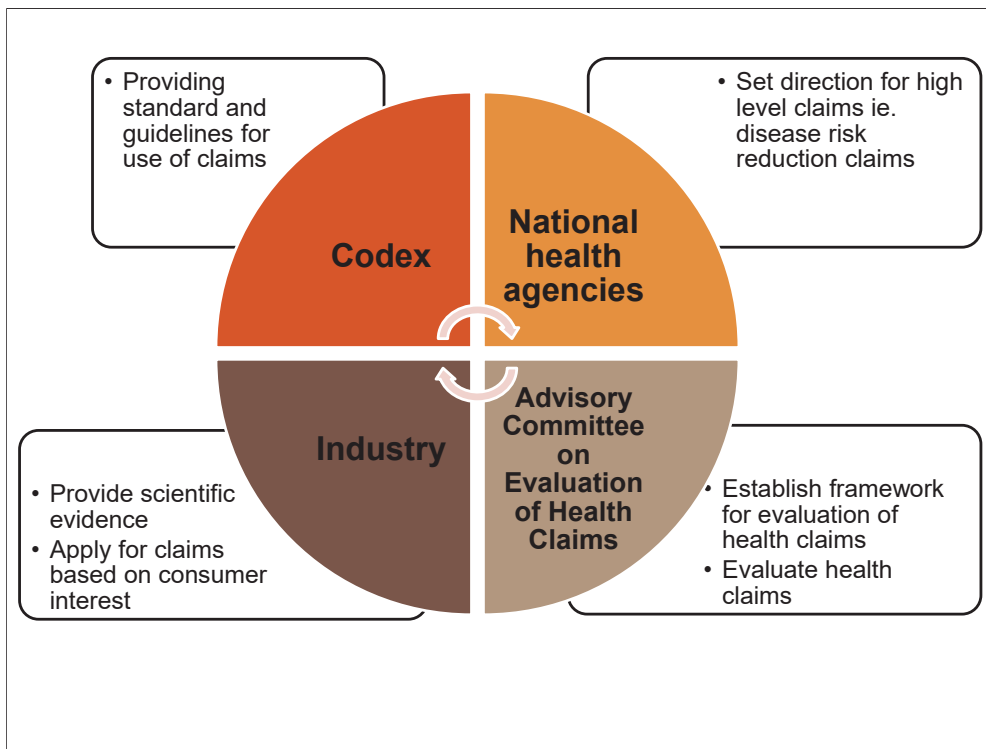
- Use of nutrition and health claims in Singapore
- Application for New Health Claim
- Proactive review of Health Claims
- Rejected Claim
- Extension of Health Claim
- Future development



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## Nutrition and Health Claims





## Application for New Health Claims

- Applications can be made for:
  - New nutrient function claims
  - New other function claims
- Applicants required to provide information for substantiation by filing out the application form  
(downloadable from <http://www.ava.gov.sg/FoodSector/FoodLabelingAdvertisement/> )



## Proactive review of Health Claims

- In 2015, AVA has initiated the proactive review of health claim evaluation on conventional health claims.
  - In line with the dietary guidelines advised by the National Health Agency (Health Promotion Board)
  - Describes the general growth, development and the functions of the body, in relation to nutrients, preferably with a locally established recommended daily allowance
  - Supported by approval from 2 or more authorities of major developed countries
    - European Union
    - Food Standards Australia New Zealand
- Through this initiative, AVA has increased the number of approved health claims from ~50, to a total of 144.



## Rejected claims

- The nature of claims in relation to regulating hormonal levels and healing, may be interpreted as disease prevention, or treatment of a human condition. Such claims are currently prohibited under the Food Regulations; and the health impact presented may not be well understood by the general public and would potentially convey the wrong message to consumers when reworded.

### Zinc

- Zinc contributes to normal skin and wound healing
- Zinc contributes to the maintenance of normal testosterone levels in the blood
- Zinc contributes to normal fertility and reproduction

### Selenium

- Selenium contributes to normal spermatogenesis

### Pantothenic acid

- Pantothenic acid contributes to normal synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters



## Extension of health claim

- Extension of the health claim on blood cholesterol lowering effect (currently approved for barley beta-glucan) to oat beta-glucan

“Barley / oat beta-glucans have been shown to lower/reduce blood cholesterol. High blood cholesterol is a risk factor in the development of coronary heart disease.”

- Will need to be gazetted under Singapore Food Regulations before claim can be used on food for sale in Singapore



## Future development

1. War on diabetes
  - Will consider different program to encourage industry to formulate products with lower sugar
2. Review trans fat in food
  - Report from WHO
    - Called for elimination of artificial trans fat by 2020
  - Will review if current measures is sufficient and whether there is further improvements to be made.



Thank you



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