10th Seminar on Nutrition Labeling, Claims and Communication Strategies
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Organizers
ILSI South East Asia Region
ILSI SEA Region
In Collaboration With
Food Safety and Quality Division
Ministry of Health Malaysia

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

Nutrition and Health Claims

Types of nutrition and health claims

Nutrition
- Nutrient content
  - Nutritive property of the product
- Nutrient comparative
  - Compare nutrient content of the product with a reference food

Health
- Nutrient function
  - Physiological role of nutrient in growth, development and normal functions of body
- Other function
  - Specific beneficial effects of the consumption of foods or constituents, in the context of total diet on normal functions or biological activities of the body
- Disease risk reduction
  - Link between nutrients, overall diet and respective diseases
Establish framework for evaluation of health claims

Evaluate health claims

Provide scientific evidence

Apply for claims based on consumer interest

Set direction for high level claims ie. disease risk reduction claims

Providing standard and guidelines for use of 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/ )

In 2015, AVA has initiated the proactive review of health claim evaluation on conventional health claims.

1. In line with the dietary guidelines advised by the National Health Agency (Health Promotion Board)
2. Describes the general growth, development and the functions of the body, in relation to nutrients, preferably with a locally established recommended daily allowance
3. 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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