

13. FOOD PRODUCTS

Guidelines

1. Advertisements on food products do not require approval from the Agri-Food & Veterinary Authority (AVA), as they do not issue permits to advertise.
2. Advertisements for food products must not include claims which:
 - (a) imply that a food has therapeutic or disease-prevention properties; or can prevent; alleviate or cure any disease or condition affecting the human body.
E.g. "Effective in preventing or curing cancer"; "Lower the blood pressure" and "For longevity";
 - (b) could be interpreted as advice of a medical nature from any person
E.g. "Strongly recommended by doctors";
 - (c) imply that a food which is intended for babies is equivalent or superior to the milk of a healthy mother;
 - (d) imply a food can improve health; physical condition or performance.
E.g. "A runner can run faster after consuming the food".

3. Examples of acceptable general / specific nutrient function claims:

- General goodness
- Nourishing for the body
- Calcium helps build / to support development of strong bones and teeth.
- Dietary fibre aids in digestive system.
- Plant Sterols / stanols have shown to lower / reduces blood cholesterol.
- Prebiotics promotes the growth of good Bifidus bacteria to help maintain a healthy digestive system.
- Probiotics helps to maintain a healthy digestive system.
- Protein helps in tissue building and growth.
- Vitamin C enhances absorption of iron from non meat products.
- DHA/AA is a building block in the development of brain and eyes (infant food only)
- Folic acid helps support the overall development of the foetus (products for pregnant woman)

More details of acceptable Nutrient Function Claims can be found in the following AVA website:

<http://www.ava.gov.sg/docs/default-source/tools-and-resources/resources-for-business/aguidetofoodlabellingandadvertisementsversionjuly2>

4. Examples of unacceptable claims for food products:

- Improve immunity
- Strengthening of body organs

** Pls note that the list is not exhaustive.*

5. Advertisements on food and beverages that are primarily addressed to children in any media must meet the common nutrition criteria endorsed by the Health Promotion Board.

Such advertisements shall be responsible in the manner in which the food and beverage products are portrayed.

- (a) Should not encourage or promote unhealthy eating or drinking habits
- (b) Should not urge children to buy the food or beverage product
- (c) Should not encourage children to eat or drink a product only to take advantage of a promotional offer

Reference

Agri-Food & Veterinary Authority (AVA)

SCAP Appendix F (3.3)

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