



Good Food, Good Life

Regulations on Health Claims – *Why Harmonisation Matters*

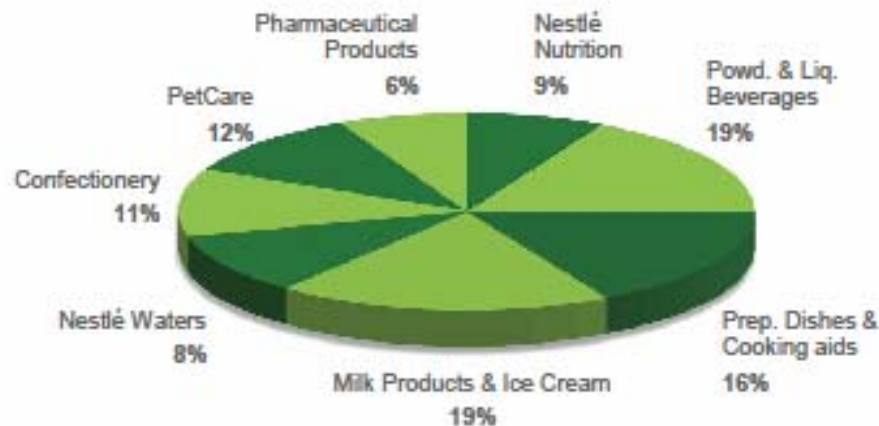
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Nestlé Research™

Nestlé: Innovative and Consumer-centric



- Sales of CHF 83.6 billion in 2011
- 328,000 employees
- 10,000 brands
- 461 factories; 140+ countries

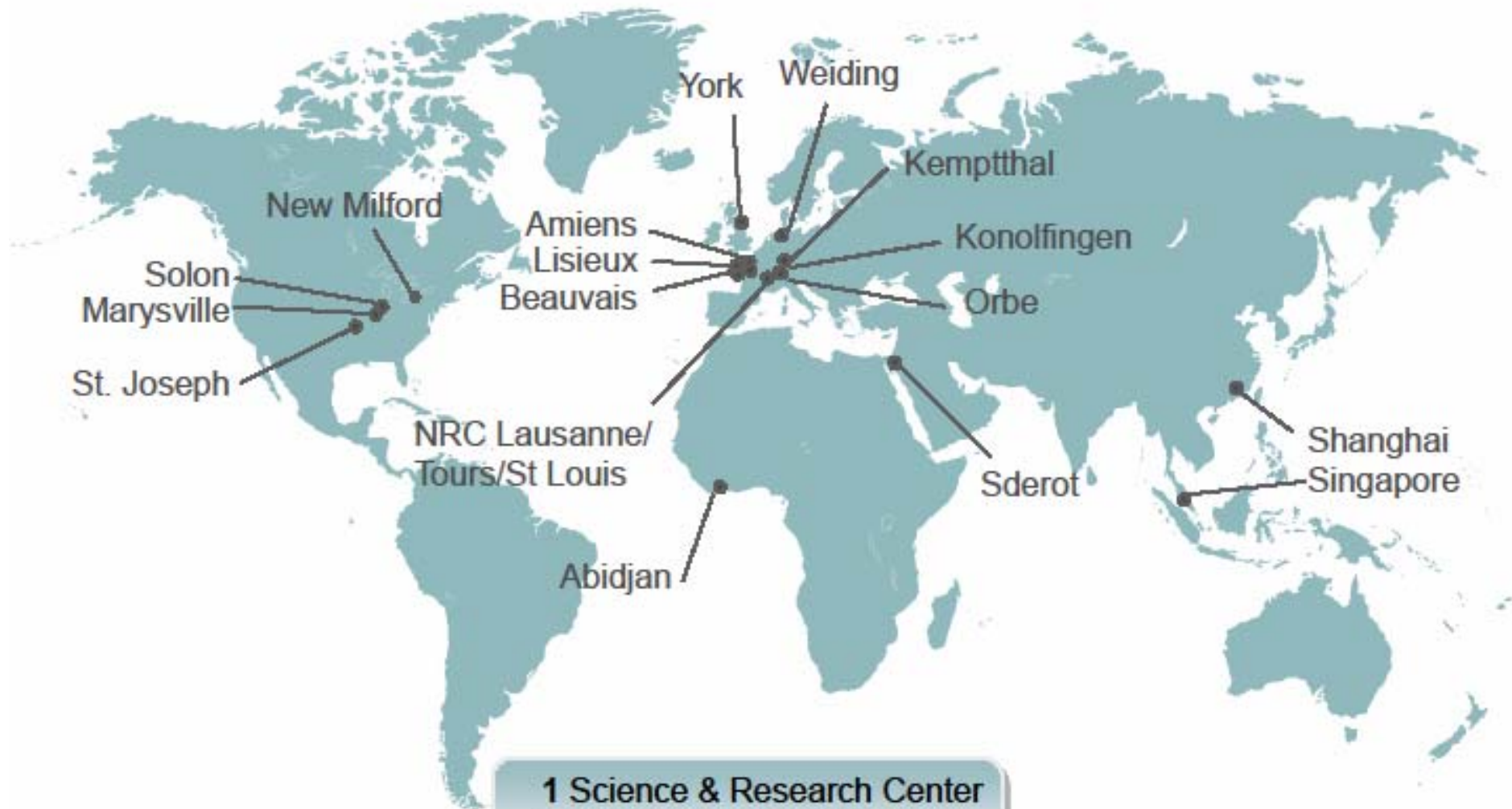


Innovation, Technology and R&D network



Nestlé Research Centre
Nestlé Institute of Health Sciences
Clinical Development Unit
29 Product Technology Centres and R&D Centres
>320 Application Groups

The Nestlé Research Network 2002



1 Science & Research Center
16 PTC and R&D Centres

Innovation, Technology and R&D network



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Innovation, Technology and R&D locations in Asia and Africa



R&D Abidjan
(2009)



R&D Beijing
(2008)



R&D India
(2012)



R&D Sderot
(2002)



R&D Shanghai
(2001)



R&D Singapore
(1982)

Innovation, Technology and R&D network



Examples for illustrative purposes only

Optimising the Nutritional Profile in all Categories



Reducing fat, sugar and salt

Sugar: 230.000 tonnes decreased since Jan 2004

Salt: 7.000 tonnes decreased since Jan 2002

Trans fatty acids: 43.000 tonnes decreased since Jan 2002



- Increasing calcium, vegetables, fibres,...
- Adding whole grains, bioactives,....
- Addressing micronutrient deficiencies

Whole grains: 2.2 billion additional servings worldwide since 2003



From Nestlé Innovation to Health Claim



Enriched with Calcium

Optimal energy release

Active Protection

Helps lower cholesterol

40-80 Calories per bar

Wellbeing everyday

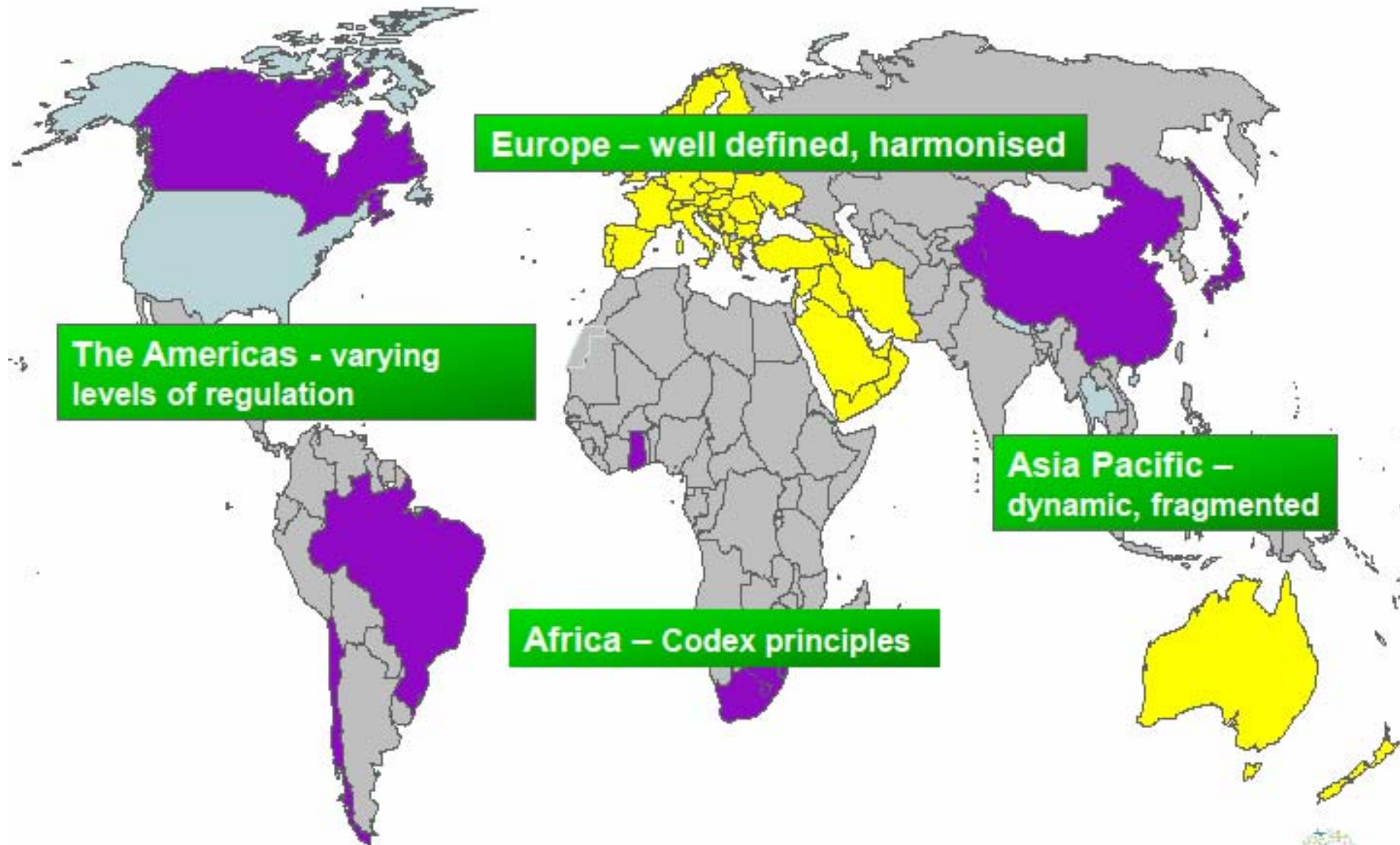
Knowledge of local consumers and local regulations is key*

*Claims for illustrative purposes only

Nestlé Research

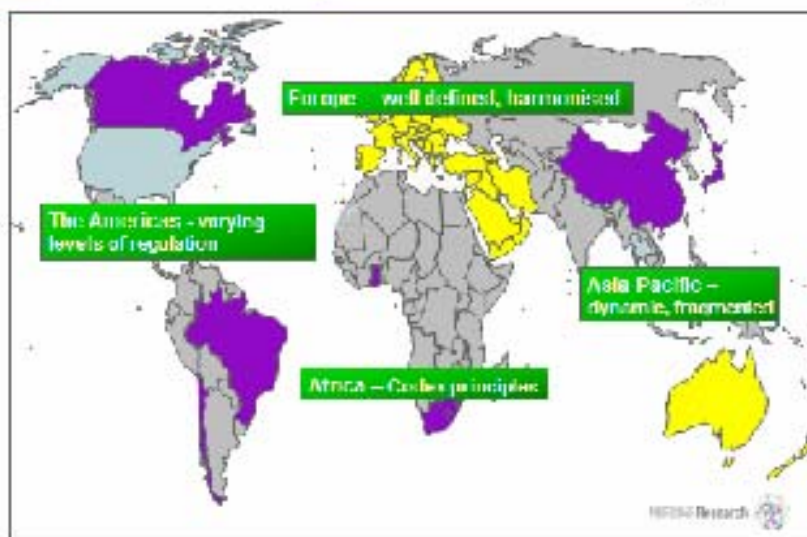
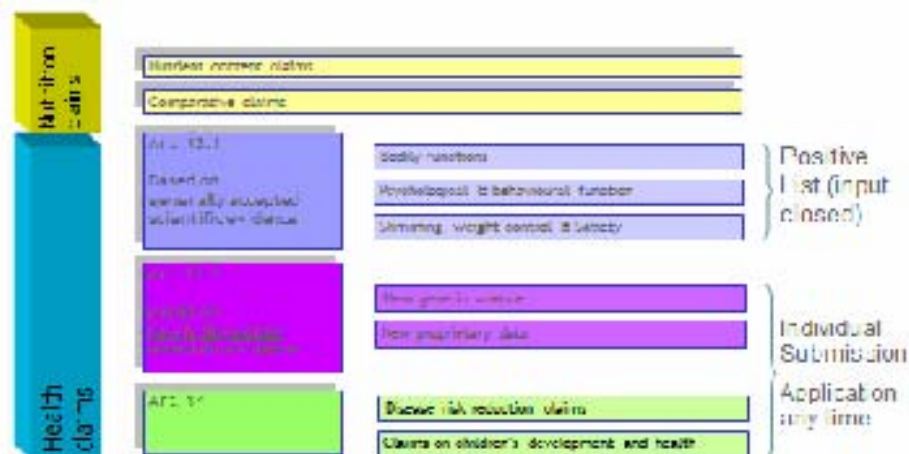


Global Landscape – Health Claim Regulations



Classification of Nutrition & Health Claims

European Union Regulation

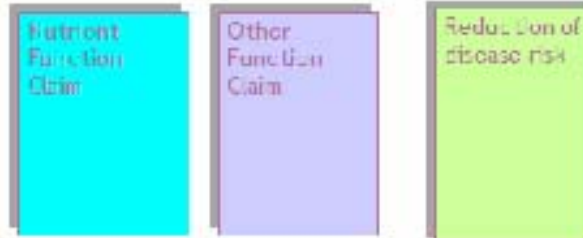


International Standard

Nutrition claims

Nutrient content
Nutrient comparative

Health Claims



CODEX ALIMENTARIUS
International Food Standards



Rest of the World?





- Harmonised requirements for nutrition and health claims on food products across the 27 countries of the EU

1

Third countries fully apply general principles (CH, Norway)

2

1 approved health claim - 500 million consumers

3

Maximisation and protection of R&D investment (CHF 2.0 bio spend on R&D)



EU Regulation on Health Claims



Nestlé welcomes

- 1 All Health Claims are approved prior to use in EU
- 2 New applications possible at any time making the system one of the most flexible in the global context
- 3 Proprietary data protection





The “unfinished” Regulation in EU –

Need to obtain positive outcome on

1. Claims “on hold” for Article 13
2. Guidance on use of authorised claims
 - Flexibility of wording of adopted claims
 - Conditions of use
 - Harmonised interpretation of provisions across EU to avoid that divergent approaches by national enforcement undermine the very essence of the Health Claims Regulation
3. Adoption of workable Nutrient Profiles (Art 4)



The “future” Regulation



The “future” Regulation in EU –

- What's next ?
- Where do we (*want to*) go from here?



“At Nestlé, we believe that science and research are key to bringing consumers Good Food, Good Life.”



- Harmonised regulation facilitates health claims leverage across countries with similar needs and product categories
- We would welcome harmonisation of health claims rules beyond EU, e.g. in Asean in line with Codex
- *Scientific evaluation of the highest standard is a unique opportunity to create credible claims that will make a real difference.*





Good Food, Good Life

