

Health Claims and Innovation

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Claims Regulation – why?

Considerations:

- One set of harmonised rules (only in EU though)
- Consumer protection – who is the ‘consumer’
- Avoid competition between genuine scientific claims and false inaccurate claims – ‘cowboys’
- Help protect innovation – afterthought?

**Good reasons but no economic/regulatory
impact assessment or analysis undertaken
Painful to see the consequences.....**

Claims Regulation - Applicability

- **Claims on food destined for use within the EU**
- **Claims: all graphics & symbols suggesting claims**
- **Nutrition claims:**
 - low fat, high fibre, no added sugar, high in vit C
- **Health claims:**
 - assertion of link between food and health (function claim) or reduced disease risk

Claims Regulation – Prohibitions

- Suggest health affected by not consuming a food
- Refer to rate or amount of weight loss
- Claims making reference to recommendations of individual doctors or health professionals

Medicinal Claims will continue to be prohibited

Other Considerations

- Consumers desire for Health and Wellness growing – need more than traditional 5 portions of fruit and veg a day
- Consumers fall into more than healthy/unhealthy groups – most of us in grey area between
- Society living longer but with increasing societal conditions – obesity
- Patients (particularly elderly) need additional elements/benefits from diet

Today's Event

- To highlight principle of legislation – 'Help protect innovation'
- Link between innovation and investment
- Risks of over-regulation – legislation needs to be proportionate
- Precaution versus Prevention ??
- Patients and consumers **need** choices for prevention and health & wellbeing.

Agenda

- Dr. Ivan C. Baines, Scientific Coordinator of the Max Planck Institute
- Prof. Dr. Markwart Kunz, Member of the Board of Südzucker
- Dr. Paul Tenning, Regulatory Affairs Manager, Danisco
- Mr. Nigel Baldwin, Senior Scientific and Regulatory Consultant, CANTOX
- Mr. Jean-Luc Gal, Head of the Brussels Office of the European Patent Office
- Mr. Ysbrand Poortman, Vice President of the World Alliance of Organizations for the Prevention and Treatment of Genetic Conditions, Secretary General of the International Genetics Alliance
- Mr. Jules Maaten MEP, Member of the Environment, Public Health and Food Safety (ENVI) Committee
- Followed by Media questions & Answers

Introduction of Dr. Ivan Baines

- Scientific Coordinator of the Max Planck Institute (Germany)
- Board Member of the European Platform for Patients' Organisations, Science and Industry (EPPOSI)
- The Max Planck Institutes and Society are regarded both nationally and internationally as Centres of Excellence in basic research.