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**THE ASSOCIATION OF FOOD SUPPLEMENT
MANUFACTURERS OF LATVIA**

The Importance of Health Claims within the Food Supplement Industry

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Food supplement (HC) health claims nature is contardictory

HC functions:

- customers information about product's effects,
- products safety improvement,
- do not allow the use of food supplements as a replacement for a conventional medical care,
- other

Real practice:

- According to the scientists and health practitioners, the influence of food supplements on the human's physiological processes may be considerably higher than it is permitted to declare within HC,
- The intelligent use of food supplements may diminish the load on the public health budget.

Why HC are important not only for customers but also for food supplement manufacturers?

- HC increases the safety of food supplements
- HC encourages sales volume (customers are informed about product effects)

Why HC are important not only for customers but also for food supplement manufacturers?

Manufacturer's desire to increase food supplement sales

- encourages activities focused on product modernisation
- gives reasons for innovative product development and manufacturing

Questions to consider

- Within the existing HC, how to distinguish an innovative product with the substantially higher efficacy?
- When is it correct to use the term “natural”?
(dried herb/herbal extract, juice/juice’s fraction...)

The lack of product HC decreases its safety

- The lower the number of HC details displayed on the package, the higher the customer's motivation to seek additional information online.
- This increases the risk of getting inaccurate information and purchasing food supplements of the doubtful quality.

Customer notification issues

- What is HC : usage indications or recommendations?
- Recommendations - OK
- What terminology is allowed to use in order to inform customers about the precautions?

Customer notification issues

Some simple examples:

-Vitamin D is vital for bone health...

(but vitamin D is contraindicated in the cases of sarcoidosis,
some forms of renal stone disease ...)

-Vitamin A is essential for healthy vision...

(what if the potential customer is a smoker with a lung cancer?)

- Or iron supplementation in case of acute infection...

-etc., etc...

Food supplement manufacturers hopes on HC content evolution and the happy end of HC story

Our position:

1. Following strict regulatory requirements in terms of the type of information displayed on the food supplement packages.
2. General human awareness practice.
3. Active work that focuses on the scientific research of biological effects of natural compounds in small doses.



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*Thank you
for your
attention!*

