

Notice calling for suggestions, views, comments etc from stakeholders on the draft Food Safety and Standards (Advertisements and Claims) Regulations, 2017.

F.No. 1-94/FSSAI/SP(Claims and Advertisements)/2017.-

1. Short Title and Commencement- (1) These regulations shall be called the Food Safety and Standards (Advertisements and Claims) Regulations, 2017.

2. Definitions – (1) In these regulations unless the context otherwise requires,-

- (a) “act” means the Food Safety and Standards Act, 2006 (Act 34 of 2006);
- (b) “advertisement” means any audio or visual publicity, representation or pronouncement made by means of any light, sound, smoke, gas, print, electronic media, internet or website and includes through any notice, circular, label, wrapper, or other documents;
- (c) “claim” means any representation which is printed, oral, audio or visual and states, suggests, or implies that a food has particular qualities relating to its origin, nutritional properties, nature, processing, composition or otherwise;
- (d) “digital interactive media” refers to any media platform, service or application providing electronic communications, using the Internet, online services, and/or electronic and communication networks, personal digital assistant including mobile phone and interactive game consoles which allows the receiving party to interact with the platform, service or application;
- (e) “reduction of disease risk claims” refers claims that state, suggest or imply that consumption of such food(s) or food constituents, in the context of total diet, reduce the risk factor of developing disease or health related condition.

Reduction of disease risk means significantly altering a major risk factor(s), for a disease or health related condition. Diseases have multiple risk factors and altering one of these risk factors may or may not have beneficial effect. The presentation of risk reduction claim must ensure, for example, by use of appropriate language and relevance to risk factors, that consumers do not interpret them as prevention claims.

Examples:

- a. *A healthful diet low in nutrient or substance A may reduce the risk of disease D. Food X is low in nutrient or substance A.”*
- b. *A healthful diet rich in nutrient or substance A may reduce the risk of disease D. Food X is rich in nutrient or substance A.”;*

- (f) “health claim” means any representation that states, suggests, or implies that a relationship exists between a food or a constituent of that food and health;
- (g) “marketer” refers to persons or companies, including advertisers, sales promoters and direct marketers, including e- platforms who or on whose behalf marketing communications are published or disseminated for the purpose of promoting their products or influencing consumer behaviour;
- (h) “marketing Communications” includes advertising as well as other techniques, such as promotions, sponsorships and direct marketing, and shall be interpreted broadly to mean any communications produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behaviour;
- (i) “nutrition claim” means any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins, minerals and other permitted listed nutrients;
- (j) “nutrient content claim” is a nutrition claim that directly or indirectly describes the level of a nutrient contained in a food. (Examples: contains/source of; high in; rich in; low in etc.);
- (k) “nutrient comparative claim” is a claim that compares the nutrient levels and/or energy value of two or more foods. (Examples: reduced; less than; fewer; increased; more than etc.);
- (l) “non-addition claim” means any claim that an ingredient has not been added to a food, either directly or indirectly. The ingredient is one whose presence or addition is permitted in the food and which consumers would normally expect to find in the food;
- (m) “nutrient Function Claim” is that which describes the physiological role of the nutrient in growth, development and normal functions of the body.
Example: nutrient ‘A’ (naming a physiological role of nutrient A in the body in maintenance of health and promotion of normal growth & development). Food X is a rich source of / high in nutrient ‘A’;
- (n) “other Function Claim” that describe the specific beneficial effects of the consumption of food(s) or their constituents, in the context of the total diet or normal functions or biological activities of the body. Such claims relate to a positive contribution to health or to the improvement of a function or to modifying or preserving health.
Example: “Substance A (naming the effect of substance A on improving or modifying physiological function or biological activity, associated with health). Food Y contains X grams of substance A.”;
- (o) “recommended Dietary Allowances (RDA)” means the amounts of dietary energy and nutrients considered sufficient for maintaining good health by the people of a country.

Note: For this regulation, RDA values as provided in ICMR Dietary Guidelines for Indians shall be applicable. If Indian RDA is not available for any nutrient then values provided in Codex/WHO Guidelines shall be applicable;

(2) All other words and expressions used herein and not defined, but defined in the Act, rules or regulations made thereunder, shall have the meanings assigned to them in the Act, rules or regulations, respectively.

3. Every Food Business Operator and marketer while advertising and publishing or disseminating marketing communication meant for promotion of sale of any article of food including labelling claims shall comply with the following general principles.

Provided that advertisements and claims in respect of food meant for infants shall be in accordance with the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 as amended in 2003 (IMS Act).

3.1: General Principles.-

(1) Claims must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend the information provided.

Explanations:

(a) It shall not encourage or condone excess consumption of a particular food.

(b) It shall not state, suggest or imply that a balanced and varied diet cannot provide appropriate quantities of nutrients as required by the body.

(c) Where the claim benefit is related to or dependent on the method of preparation of the food the same shall be provided on the label and

(d) It shall specify the number of servings of the food per day for the claimed benefit.

(2) The claim that a food has certain nutritional or health attributes shall be scientifically substantiated by validated methods of quantifying the ingredient or substance that is the basis for the claim.

(3) Where the meaning of a trade mark, brand name or fancy name appearing in the labelling, presentation or advertising of a food is such that it may imply a nutrition or health claim, all the general & specific conditions, prohibitions and restrictions as laid down in these Regulations shall be applicable.

(4) All disclaimers related to a claim shall appear in the same field of vision.

(5) No claim or promotion of sale, supply, use and consumption of articles of foods shall be made using FSSAI logo and license number.

(6) Advertisements shall also not undermine the importance of healthy lifestyles.

(7) Advertisements for food or beverages shall not be promoted or portrayed as a meal replacement.

(8) Claims in advertisements shall not be inconsistent with information on the label or packaging of the food or beverage.

(9) Every declaration which is required to be made on advertisements under these regulations shall be conspicuous, legible and prominent.

3.2: Nutrition Claims

(1) Nutrition claims made may be:

- (a) Nutrient content claim
- (b) Nutrient comparative claim

(2) The following do not constitute nutrition claims:

- (a) The mention of substances in the list of ingredients;
- (b) The mention of nutrients as a mandatory part of nutrition labelling;
- (c) Quantitative or qualitative declaration of certain nutrients or ingredients on the label if required by any other national legislation.

(3) Nutrient content or Nutrient comparative claim or any synonymous claims may be made in accordance with the conditions specified in Schedule I provided flexibility in the wording of a nutrition claim may be made as per Schedule II or the use of any other word if they are in accordance with conditions specified in Schedule I and the meaning of the claim is not altered.

(4) Where a nutrient comparative claim is made, the foods shall be different versions of the same food or similar foods being compared and shall be easily identifiable and the relative difference of the claimed parameter between the compared foods is

- (a) at least 25% in the energy value or nutrient content and a minimum absolute difference equivalent to the figure defined as “low” or as a “source” in Schedule I, for claims about energy or macronutrients and sodium respectively.
- (b) at least 10% of RDA, for claims about micronutrients other than sodium.

(5) In addition, where a comparative claim is made, the identity of the food(s) being compared and the amount of difference expressed as a percentage, fraction or an absolute amount shall be given in close proximity to the claim.

3.3: Non-Addition Claims.-

(1) Non-addition of sugars.- Claims regarding the non-addition of sugars to a food may be made provided the following conditions are met:

- a) No sugars of any type have been added to the food (Examples: sucrose, glucose, honey, molasses, corn syrup, etc.);
- b) The food contains no ingredients that contain sugars as an ingredient (Examples: jams, jellies, sweetened chocolate, sweetened fruit pieces, etc.);
- c) The food contains no ingredients containing sugars that substitute for added sugars (Examples: non-reconstituted concentrated fruit juice, dried fruit paste, etc.); and
- d) The sugars content of the food itself has not been increased above the amount contributed by the ingredients by some other means (Example: the use of enzymes to hydrolyse starches to release sugars).

(2) Non-Addition of Sodium Salts.- Claims regarding the non-addition of sodium salts to a food, including “no added salt”, may be made provided the following conditions are met:

- a) The food contains no added sodium salts, including but not limited to sodium chloride, sodium tripolyphosphate;
- b) The food contains no ingredients that contain added sodium salts, including but not limited to sauces, pickles, pepperoni, soya sauce, salted fish, fish sauce; and
- c) The food contains no ingredients that contain sodium salts that are used to substitute for added salt.

(3) Additional Conditions.-

Additional conditions and/or disclaimer statements may be used with non-addition claims to assist consumer understanding of the claims within countries. Disclaimer statements should appear in close proximity to, on the same side and in the same prominence as the claim.

3.4 Health Claims.-

(1) Health claims shall comply with all the conditions and declarations as given below:

(a) The health claim must consist of two parts:

(i) Information on the physiological role of the nutrient or substance or an acceptable diet- health relationship followed by(ii) Information on the composition of the product relevant to the physiological role of the nutrient or substance or the accepted diet-health relationship.

(b) If the claimed benefit is attributed to a constituent in the food, for which an RDA value is established, the food in question shall be:

(i) a source of or high in the constituent, in accordance with conditions specified in Schedule I, in the case where increased consumption is recommended; or,

(ii) low in, reduced in or free of the constituent, in accordance with conditions specified in Schedule I, in the case where reduced consumption is recommended.

(c) A statement of the quantity of a nutrient or a substance that is the subject of the claim, per serve and 100g or 100ml of the food.

(d) Where applicable mention of the target group or where a certain contraindications exist the mention of vulnerable groups.

(e) The use of the food to obtain the claimed benefit in the context of the diet and other lifestyle factors where appropriate.

(f) The maximum safe intake of the food or it's constituent, if necessary.

(2) No reduction of disease risk claims shall be made that is not in accordance with the conditions specified in Schedule III.

(3) Food articles that are fortified as per Food Safety and Standards (Fortification of Foods) Regulations, 2017 may make health claims as provided in Schedule IV.

(4) Where a claimed benefit is attributed directly to the product or used on labels, advertisements or any other means as a mode of communication to the consumer, it shall be based on statistically significant results from appropriate scientific research study(s), OR a well designed, randomized double blind (Unless technically not feasible) clinical study(s), conducted by OR under guidance of established research institutions, in line with the principles of GCP (Good Clinical Practices) and Peer Reviewed OR published in a Peer reviewed reputed scientific journal with an impact factor of not less than 1 at the time of submission of paper.

3.5: Claims related to Dietary Guidelines or Healthy Diets.-

(1) Claims may be made related to a “healthy diet” or any synonymous term referring to the pattern of eating as per ICMR dietary guidelines for Indians and the label shall carry a statement relating the food to the pattern of eating described thereof.

(2) Foods, which are described as part of a healthy diet, balanced diet, shall not be based on selective consideration of one or more aspects of the food. They shall also satisfy the criteria for other major nutrients related to the dietary guidelines, based on scientific evidence.

(3) Foods shall not be described as “healthy” or be represented in a manner that implies that a food in and of itself will impart health.

3.6: Conditional Claims.-

(1) A claim may be made where a food is by its nature high or low or free of a specific nutrient provided the name of the nutrient or substance is preceded by the words ‘natural / naturally’ in the claim statement.

Explanation: “a naturally low (naming a nutrient or substance) food” or “a naturally (naming the nutrient or the substance) free food”.

(2) Claims containing adjectives such as ‘natural’, ‘fresh’, ‘pure’, ‘original’, ‘traditional’, ‘premium’, ‘Finest’, ‘Best’, ‘Authentic’, ‘Genuine’, ‘Real’ etc. when used, shall be in accordance with conditions laid down in Schedule V. However, claims containing words or phrases like “home-made”, “home cooked” etc. which may give an erroneous impression to the consumer shall not be used.

3.7: Prohibited Claims.-

(1) No claims shall be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder of particular physiological condition.

(2) Labels not to use words implying recommendations by medical/nutrition/health professionals: There shall not appear in the label of any package, containing food for sale the words "recommended by the medical/nutrition/health professionals" or any words which imply or suggest that the food is recommended, prescribed, or approved by medical practitioners or approved for medical purpose.

(3) No product shall claim the term 'added nutrients' if such nutrients have been added merely to compensate the nutrients lost or removed during processing of the food.

(4) Foods for Special dietary uses or foods for special medical purposes shall not carry a claim unless specifically permitted under any other regulations.

Claims which could give rise to doubt or suspicion about the safety of similar food or which could arouse fear shall not be made.

(5) No advertisements and/or claims for articles of foods shall be made by any food business operator that undermines the products of any other manufacturer for the purpose of promoting their products or influencing consumer behavior.

4. Approval of claims.-

(1) The Food Business Operator or marketer may seek prior approval from the Food Authority for nutrition and health claims /claims other than those that are defined and for which criteria are laid out under these regulations or any other regulations made under FSS Act, .

(2) Procedure for approval of claims.- (a) The Food Business Operator may submit an application along with applicable fees as prescribed by FSSAI consisting of the following information, namely:-

(i) Hard/soft copy of the claim to be made;

(ii) Name of ingredient, nutrient or substance on the basis of which the claim is made;

(iii) Validated Method of analysis of ingredient or substance for which the claim to be made;

(iv) Scientific information or materials substantiating the claim;

(v) How claim is clear and meaningful and help consumers to comprehend the information provided?

(vi) Any other useful information.

(b) The Food Authority itself or may appoint an agency/panel to carry out preliminary scrutiny of the application submitted by Food Business Operators/marketers for approval of their claims.

(c) On scrutiny, deficiencies, if any, shall be informed to applicant within 30 days from the date of receipt of application. The applicant shall provide the information required by the Food Authority within 15 days of the receipt of the communication, failing which the application shall be rejected without any further reference. The fees paid by the applicant for recognition shall not be refunded under any circumstances.

(d) After scrutiny, the Food Authority may pass a speaking order either for approval or rejection of concerned claims. The Food Authority may also suggest an amendment for the concerned claim. The amended claim may be submitted within 30 days for reconsideration

(g) In case of rejection, the Food Business Operator/marketer shall not use that claim in their advertising and marketing communication in respect of articles of food offered for sale or for promotion of sale, supply, use or consumption.

5. Redressal of non-compliance.-

(a) Any person who advertises or is a party to the publication of any advertisement or claim(s) not complying with this regulation shall be penalised as per section 53 of Food Safety and Standards Act, 2006.

(b) Procedure for redressal of non-compliance.-

(i) The misleading claims shall be referred to the Food Authority or may be the suo moto activity of the Authority. The Food Authority itself or may appoint an agency or panel to analyse the misleading claims.

(ii) In case the agency or Food Authority requires information from the Food Business Operator/marketer, the Food Authority will seek clarification failing which action will be initiated as per regulation 5 (a) above.

(iii) The Food Business Operator or the marketer shall submit the information sought within 15 days from the issue of the letter.

(iv) After scrutiny of the submitted information, the Officer nominated by the Authority will pass a speaking order either for acceptance or rejection of submitted clarification on misleading claims.

(v) The Food Authority may also suggest an improvement for the concerned claim. The improved claim shall be intimated to the Food Authority within 15 days after issuance of letter.

6. Corrective Advertisement.-

If the advertisement is found to be in violation of these regulations, the Food Authority by an order may require the concerned FBO/advertiser to issue corrective advertisement(s) through the same medium for neutralizing the effect of misleading advertisement.

Schedule - I

NUTRITION CLAIMS

A claim that a food containing the nutrient mentioned in column (2) is likely to have the benefits as mentioned in column (3) or has the same meaning for the consumer may be made subject to the conditions as mentioned in column (4) below:

(1)	(2)	(3)	(4)
Sl. No	Nutrient/ component	Claim	Conditions
1.	Energy	Low	Not more than 40 kcal[#] per 100 g for solids 20 kcal per 100 ml for liquids. Table-top sweeteners (which have equivalent sweetening properties to 6g of sucrose (approximately 1 teaspoon of sucrose providing 24kcal) can bear this claim if they contain no more than 4 kcal (17kJ)/portion.
		Free	Not more than 4 kcal per 100 ml for liquids.
2.	Fat	Low	Not more than 3 g of fat per 100 g for solids or 1.5 g of fat per 100ml for liquids.
		Free	Not more than 0.5 g of fat per 100 g (solids) or 100 ml (liquids).
3.	Cholesterol	Low	Not more than 20 mg cholesterol per 100 g and 1.5 g saturated fat per 100 g for solids or 10 mg per 100 ml and 0.75 g of saturated fat per 100 ml for liquids and in either case must provide no more than 10% of energy.
		Free*	Not more than 1.5 mg cholesterol per 100g for solids or 100 ml for liquids. Additionally the food shall contain no more than 1.5 g saturated fat per 100 g for solids or 0.75 g of saturated fat per 100 ml for liquids and in either case must provide no more than 10% of energy.

(1)	(2)	(3)	(4)
Sl. No	Nutrient/ component	Claim	Conditions
4.	Saturated fat	Low*	The sum of saturated fatty acids and trans fatty acids does not exceed 1.5 g per 100 g for solids or 0.75 g per 100 ml for liquids and in either case the sum of saturated fatty acids and <i>trans</i> -fatty acids must provide no more than 10% of energy
		Free	Saturated fatty acids do not exceed 0.1 gm per 100 g or 100 ml of food.
5.	Unsaturated fat	High*	At least 70% of the fatty acids present in the product are derive from unsaturated fat under the condition that unsaturated fat provides more than 20% of energy of the product
6.	Trans fat	Free	The food contains no detectable trans fatty acids
7.	MUFA	High in MUFA*	Shall only be made where at least 45% of the total fatty acids present in the product are derived from mono unsaturated fat and under the condition that monounsaturated fat provides more than 20% of energy of the product
8.	PUFA	High in PUFA*	Shall only be made where at least 45% of the total fatty acids present in the product are derived from poly unsaturated fat and under the condition that polyunsaturated fat provides more than 20% of energy of the product
9.	Omega 3 fatty acids	Source	The product contains: at least 0.3g alpha-linolenic acid per 100 g and per 100kcal, or at least 40 mg of the sum of eicosapentanoic acid and docosahexanoic acid per 100g and per 100kcal
		High	The product contains: at least 0.6 g alpha-linolenic acid per 100g and per 100kcal, or at least 80mg of the sum of eicosapentanoic acid and docosahexanoic acid per 100g and per 100kcal

(1)	(2)	(3)	(4)
Sl. No	Nutrient/ component	Claim	Conditions
10.	Sugar	Low	The product contains no more than 5 g of sugar per 100 g for solids or 2.5 g of sugar per 100 ml for liquids.
		Free	The product contains no more than 0.5 g of sugars per 100 g or 100 ml.
		With no added sugar or without added sugar	Product does not contain any added mono-or disaccharides or any other food used for its sweetening properties. If sugars are naturally present in the food, the following indication should also appear on the label: 'CONTAINS NATURALLY OCCURRING SUGARS' .
11.	Sodium/salt	Low	Product contains no more than 0.12 g of sodium, or 0.3 g salt (NaCl) per 100 g or per 100 ml.
		Very low	Product contains no more than 0.04 g of sodium, or 0.10 g salt, per 100 g or per 100 ml. This claim shall not be used for natural mineral waters and other waters.
		Sodium free	Product contains no more than 0.005g of sodium, or 0.0125 g of salt, per 100g
12.	Dietary fibre	Source	Product contains at least 3 g of fibre per 100 g OR 1.5 g per 100kcal
		High Or Rich	The product contains at least 6 g per 100 g OR 3 g per 100 kcal
13.	Protein	Source*	At least 12% of the energy value of the food is provided by protein
		Rich / High *	At least 20 % of the energy value of the food is provided by protein
14.	Vitamin(s) and/or Mineral(s)	Source	The food provides at least 15% of RDA of the vitamin/mineral per 100g or 7.5% of RDA of the vitamin/mineral per 100 ml
		High	The food provides at least 30% of RDA per 100 g or 15% of RDA per 100 ml
15.	Nutrient (Protein, Fat, Carbohydrate)	Increased /Enhanced	Product meets the conditions for the claim 'source of' and the increase in content is at least 30% compared to a similar product

(1)	(2)	(3)	(4)
Sl. No	Nutrient/ component	Claim	Conditions
	Salt, Vitamins, minerals etc)		
		Reduced	Where the reduction in content is at least 30% compared to a similar product , except for micronutrients (vitamins and minerals), where a 10% difference in the RDI shall be acceptable, and for sodium, or the equivalent value for salt, where a 25% difference shall be acceptable
16.	Prebiotic Fiber	Source	Product contains at least 6g per 100g
17.	Probiotics	Source	Product contains minimum 10^8 cfu/g.
18	Glycemic index (GI)	Low GI*	GI value below 55 A food's GI indicates the rate at which the carbohydrate in the food is broken down into glucose and absorbed from the gut into the blood and expressed as a per cent of the response to the same amount of carbohydrate from a standard food, white bread

1 kcal = 4.2 kJ

* To make these claims the specific nutrient in the food must provide the minimum amount of energy specified.

$\% \text{ energy from the nutrient} = \frac{\text{Grams of nutrient per 100g of product} \times \text{Conversion factor for nutrient}}{\text{Total Energy per 100g of product}} \times 100$
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Schedule - II

Synonyms which may be used for claims defined in these regulations

Free	Low	Reduced/Less	Increased/More
Zero, No, Without, Trivial, Negligible Source, dietary insignificant source Of	Little, few (for calories), contains a small amount of, low source of	Lower, fewer (for calories)	Higher

Schedule - III

HEALTH CLAIMS: REDUCTION OF DISEASE RISK

Note	<p><i>Health claims are structured on the following criteria:</i></p> <ol style="list-style-type: none"> 1. <i>Health claims are always to be stated as part of a diet. It is a balanced diet with the food (containing the beneficial nutrient/ingredient) included in a balanced diet leads to the food(s) claimed benefits.</i> 2. <i>To obtain the claimed benefit two conditions are to be complied with</i> <ol style="list-style-type: none"> a. <i>A specified amount of the nutrient/ingredient per serving of the food for example 1 g beta-glucan)</i> b. <i>A statement that in order to obtain the claimed benefits, the daily intake of the nutrient/ingredient (for example 3g beta-glucan) should be taken from either the same food or any other food that provides the nutrient/ingredient containing the beneficial nutrient/ingredient.</i> 3. <i>Example:</i> <ol style="list-style-type: none"> a. <i>Food contains 1g of beta glucan per servings</i> b. <i>3 servings per day of the same food or other foods containing beta glucan are taken for the claimed benefit.</i> 4. <i>The health claims regarding vitamins and minerals – a statement regarding the RDA for the specific vitamin and mineral shall be given. Where no RDA is established by ICMR, the RDA provided in WHO shall be given.</i> 5. <i>Claims regarding cancer may be deferred</i> 6. <i>The claim statements provided below may be used on labels and/or advertisements.</i>
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SI. No.	Nutrient/Food-Health Relationship	Conditions for claim	Claim Statement
1	Calcium or Calcium and Vitamin D and osteoporosis	<ul style="list-style-type: none"> ○ The food is a source or high in calcium or in calcium and vitamin D and ○ A statement that the beneficial effect is obtained with a daily recommended intake (RDA) 	Adequate Calcium (or Calcium and Vitamin D) intake throughout life, in a balanced diet are essential for bone health and to reduce the risk of osteoporosis
2	Sodium and Hypertension	<p>A food which</p> <ul style="list-style-type: none"> ○ Is low in sodium (0.12g sodium/100g) ○ A statement that the beneficial effect is obtained with a low sodium diet. 	Diets low in sodium may reduce the risk of high blood pressure; a disease associated with many factors
SI. No.	Nutrient/Food	Conditions for claim	Claim Statement

3	Dietary saturated fat and cholesterol and risk of coronary heart disease (CHD)	<ul style="list-style-type: none"> ○ Low saturated fat and cholesterol per serving ○ A statement that the beneficial effect is obtained with a diet low in fat, saturated fat and cholesterol and physical activity 	While many factors affect heart disease, diets low in fat, saturated fat and cholesterol may reduce the risk of heart disease
4	Potassium and risk of high blood pressure	<p>The food contains a good source or high in potassium and is</p> <ul style="list-style-type: none"> ○ Low in sodium per serving ○ Low in total fat, saturated fat and cholesterol 	Diets containing good sources of potassium and low in sodium, fat, saturated fat and cholesterol may reduce the risk of high blood pressure.
5	Alpha - linolenic acid (ALA) and lipid profile	<ul style="list-style-type: none"> ○ The food contains at least 1g of omega-3 fatty acids. ○ Statement that the beneficial effect is obtained with daily intake of 2g of ALA 	ALA helps in the maintenance of normal lipid profile
6	Beta - glucans or Psyllium husk (soluble fibre) and lipid profile	<ul style="list-style-type: none"> ○ Beta-glucans from oats, oat bran, barley, barley bran or mixtures thereof ○ Contains at least 1g per serving ○ Statement that the beneficial effect is obtained with daily intake of 3g of beta-glucans. <p>Food with psyllium husk (soluble fibre)</p> <ul style="list-style-type: none"> ○ Contains at least 1.7g per serving ○ Statement that the beneficial effect is obtained with a daily intake of 6.8g of soluble fibre. 	Beta-glucans or Psyllium husk soluble fibre taken as part of a diet helps in the maintenance of normal lipid profile
Sl. No.	Nutrient/Food	Conditions for claim	Claim Statement

7	Phytosterol/stanol and lipid profile	<p>Food with phytosterol/stanol</p> <ul style="list-style-type: none"> ○ Contains at least 0.75 plant sterols or stanols per serving and ○ A statement that the beneficial effect is obtained with a daily intake of 1.5-3g per day and ○ Consuming more than 3g per day should be avoided. 	<p>Foods containing plant sterols or stanols (as applicable) containing at least 0.75g of plant sterols or stanols eaten twice a day with meals for a daily intake of 1.5-3g may improve the lipid profile.</p>
8	Beta-glucans (oats, barley) and blood glucose	<ul style="list-style-type: none"> ○ The food is oats and/or barley, ○ contains at least 4g beta-glucans for each 30g of available carbohydrates in the quantified portion ○ Statement that it is taken as part of the meal. 	<p>Beta- glucans from oats or barley when taken as part of a meal helps in reduction of blood glucose rise after that meal</p>

Schedule - IV
Health Claims for Fortified Food Articles

SI. No.	Nutrients	Claims
1.	Vitamin A	Helps in preventing Night blindness.
2.	Vitamin D	Supports strong bones.
3.	Vitamin B12	Important for maintaining normal functioning of Nervous system and blood formation.
4.	Folate & Folic acid	Important for foetal development and blood formation.
5.	Iron	Fights Anemia.
6.	Iodine	Required for normal growth, thyroid and brain function.
7.	Zinc	Zinc supports a healthy immune system.
8.	Thiamine	Thiamine is required for normal nerve and heart function.
9.	Riboflavin	Riboflavin is necessary to release the energy from food.

10.	Niacin	Niacin is necessary to release the energy from food.
11.	Pyridoxine	Pyridoxine is necessary to release the energy from food.

Schedule - V

Use of certain words or phrases

The following words or phrases used as specified in column 1 shall be used according to the conditions listed in column 2:

Sl. No.	Column 1	Column 2
1.	Natural	<p>The word may be used to describe:</p> <ul style="list-style-type: none"> a) A single food, derived from a recognized source viz., plant, animal, microorganism or mineral and to which nothing has been added and which have been subjected only to such processing which would only render it suitable for human consumption like: <ul style="list-style-type: none"> i. smoking without chemicals, cooking processes such as roasting, blanching and dehydration; ii. freezing, concentration, pasteurization, and sterilization; and iii. packaging done without chemicals and preservatives. b) Permitted food additives that are obtained from natural sources (e.g. plant by appropriate physical processing). c) Compound foods shall not themselves be described directly or by implication as “natural” but such foods may be described as “made from natural ingredients” if all the ingredients and/or food additives meet the criteria in a) & b) above. <p>Provided however, the above principles shall also apply to use of other words or expressions such as “real”, “genuine”, when used in place of “natural” in such a way as to imply similar benefits.</p> <p>Provided however, claims such as “natural goodness”, “naturally better”, “nature’s way” shall not be used.</p>
2.	Fresh	<p>(a) The term “fresh” shall only be used on products which have not been processed in any manner except, washed, peeled, chilled, trimmed or cut, or other processing necessary for making the product safe for consumption without altering its basic characteristics in any manner. If such processing also leads to extension in the shelf-life of the product the term “fresh” shall not</p>

		<p>be used.</p> <p>(b) The term “fresh” or “freshly” shall have no other connotation than the immediacy of the action being described. A food containing additives and/or subjected to packaging, storing or any other supply chain processes that control freshness shall not be termed as “freshly stored”, “freshly packed” etc.</p>
Sl. No.	Column 1	Column 2
3.	Pure	<p>(a) The term “pure” shall only be used to describe a single ingredient food to which nothing has been added and which is free from avoidable contamination and the levels of unavoidable contaminants shall need to be significantly below the levels given in the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011 or in any other standard given under Food Safety and Standards Act, Rules and Regulations thereof.</p> <p>(b) Compound foods shall not generally be described, directly or by implication, as “pure” but such foods may be described as “made with pure ingredients” if all the ingredients meet the criteria in (a) above.</p> <p>(c) “Pure” shall not be included in any brand or fancy names, nor in coined or meaningless phrases, in such a way as to imply that a food that does not meet the criteria above is pure or made from pure ingredients.</p>
4.	Premium, Finest, Best, Authentic, Genuine, Real	These terms may be used only if the label and/or advertisement also clarify in what way the overall quality is tangibly justified and why the particular term has been used.
5.	Traditional	The term “traditional” shall demonstrably be used to describe a recipe, fundamental formulation or processing method for a product that has existed for a significant period running over generations, should have been available substantially unchanged, for that same period.
6.	Original	(a)The term “original” shall only be used to describe a food that is made to a formulation, the origin of which can be traced, and that has remained essentially unchanged over time. It should not contain replacements for major ingredients. It may similarly be used to describe a process, provided it is the process first used in the making of the food, and which has remained essentially unchanged over time, although it may be mass-produced.

		<p>(b) To be termed “original”, a product shall not have changed to any material degree and shall remain available as the ‘standard’ product when new variants are introduced. A product re-introduced onto the market after a period of absence shall only be described as “original” if it can be shown to meet these criteria.</p>
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