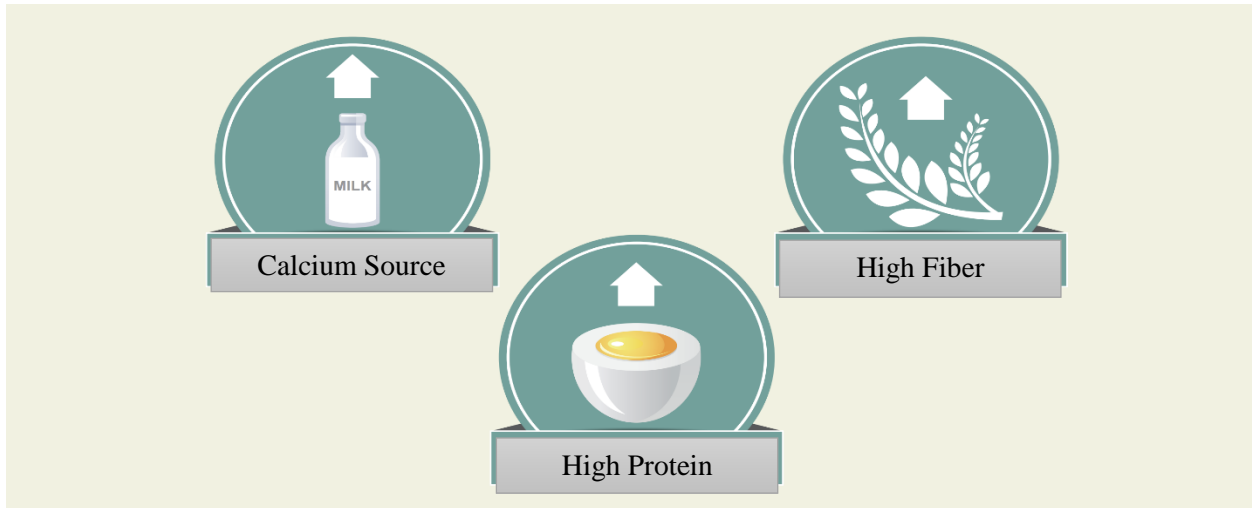


A Guide to Nutrition and Health Claims



Disclaimer: The English version is a translation of the original in Arabic for information purposes only. In case of discrepancy, the Arabic original will prevail.



Introduction

The SFDA has set controls for the use of nutritional and health claims on the food labelling, and the one used in commercials through the Saudi Technical Regulation No. 2333 SFDA.FD “Requirements for Health and Nutrition Claims”, the importance to regulate the claims is to guarantee that what is presented to consumers (in commercial advertisements and on food labelling) is not misleading and supported by sufficient scientific evidence. It will also contribute to enabling consumers to make informed and purposeful choices related to a healthier lifestyle through reliable information on food labelling and commercials, and ensuring fair competition among food producers by preventing them to prescribe food with unproven nutritional or medicinal properties, as well as promoting and protecting innovation in the field of food and health.

Timeline of SFDA legislation related to the claims

- The SFDA issued a circular regarding “Rejected Claims on Labelling of Foodstuff” dated 14/05/1432 AH.
- The Saudi Gulf Technical Regulation GSO 2333 “Requirements of Food Products with Nutritional and Health Claims” was approved in 2013.
- The Saudi Technical Regulation SFDA.FD 2333 “Requirements of Food Products with Nutritional and Health Claims” has been updated and approved in 2018.
- The SFDA legislation on Nutritional and Health Claims was based on the most recent international assessments and legislations, which is European Union legislation No. 1924 EC and on “EU Register on nutrition and health claims” and assessments of European Food Safety Authority and Codex.

Types of Claims

1. Nutrition Claims:

The number of nutritional claims permitted according to the approved technical regulation is 33 claims. **They are divided into two parts:**

a) Claims describing the amount of nutrients found in the food, For example:

- High fiber
- A source of protein
- Contains a high amount of protein
- A source of calcium

In order to write these claims, the following conditions shall be fulfilled per the approved technical regulation:

No.	Nutrients Description	Claim	Terms of use
0.25	Fiber	High fiber	It can be claimed that food is high in fiber, and any other claim may have the same meaning to the consumer, when the product contains at least 6 grams of fiber per 100 gram or 3 grams of fiber per 100 kilocalories.
0.26	Protein	Protein source	It can be claimed that food is a source of protein, and any other claim may have the same meaning to the consumer, when at least 12% of the energy value is provided from the protein.
0.27	Protein	High protein	It can be claimed that food is high in protein, and any other claim may have the same meaning to the consumer, when at least 20% of the energy value is provided from the protein.
0.28	Vitamins and/or minerals	High protein	It can be claimed that food is a source of vitamins and minerals, and any other claim may have the same meaning to the consumer, when the product provides at least 15% of the nutrition reference value (NRV) described in the Gulf technical regulation (GSO 2233), Requirements of nutritional labelling per 100g or 100ml.

b) Comparative claims for nutrient ratios:

These claims compare the amount of nutrients between two or more food type, and the food on which there is a claim shall be compared with a similar food.

Examples of comparative claims:

- Contain less fat
- Light

Example of comparative claims:

Claim	"Light"
Requirements for the existence of a claim per the approved technical regulation	<p>*There shall be a similar product</p> <p>*The amount of fat in the product should be 30% less than the similar product</p>

In order to write these claims, the following conditions shall be fulfilled according to the approved technical regulation:

No.	Nutrients Description	Claim	Terms of use
0.32	The amount is less than	The amount is less than (nutrient name)	It can be claimed that the amount of one or more nutrients has been reduced, and any other claim may have the same meaning for the consumer, when the reduction in the nutrient amount is at least 30% compared to the similar products, with the exception of micronutrients.
0.33	Light	Light	It can be claimed that the food is (light) and any other claim may bear the same for the consumer, when the conditions for using the claim are adhered to (less quantity), with reference to the properties that make the product (light).

2. Health Claims:

- Any claims that state, claim or imply a relationship between a food or one of its components and the existence of a health effect of that food.
- The number of medical claims permitted is 259 claims according to Saudi technical regulation SFDA.FD 2333 “Requirements of Food with Nutritional and Health Claims”.
- All the permitted health claims have been included in the Saudi technical regulation after ensuring the existence of scientific evidence proving their authenticity.

Examples from the approved technical regulation based on the permissible health claims and their terms of use:

No.	Nutrients Description	Claim	Terms of use
0.24	Calcium	Calcium is needed for strong bones	This claim can only be used for foods that are at least a source of (calcium) as indicated in the claim (a source for ‘name of the vitamin / vitamins’) and/or (a source for ‘name of the mineral / minerals’) in Table 2.
0.25	Calcium	Calcium is needed for strong bones	This claim can only be used for foods that are at least a source of (calcium) as indicated in the claim (a source for ‘name of the vitamin / vitamins’) and/or (a source for ‘name of the mineral / minerals’) in Table 2.
0.26	Calcium	Calcium is needed for strong bones	This claim can only be used for foods that are at least a source of (calcium) as indicated in the claim (a source for ‘name of the vitamin / vitamins’) and/or (a source for ‘name of the mineral / minerals’) in Table 2.
0.27	Calcium	Calcium is needed for strong bones	This claim can only be used for foods that are at least a source of (calcium) as indicated in the claim (a source for ‘name of the vitamin / vitamins’) and/or (a source for ‘name of the mineral / minerals’) in Table 2.
0.28	Calcium and vitamin (D)	Calcium and vitamin D help reduce bone mineral loss in postmenopausal women.	This claim can only be used for nutritional supplements that give at least 400 mg of calcium and 15 micrograms of vitamin (D) in the daily ration, and this should be explained to the consumer.

