



TOOTHFRIENDLY INTERNATIONAL

Basel, January 2020

EU Health Claim Regulation: Toothfriendly trademark

Dear Members,

As you are certainly aware, health claims used in the labelling, presentation or advertising of foodstuffs sold in the EU are regulated by the *Regulation (EC) No. 1924/2006 of the European Parliament and of the Council on nutrition and health claims made on foods*. According to this Regulation, all health claims that are not specifically permitted or are still under evaluation, must disappear from food labels.

The Regulation has not prohibited the use of the Toothfriendly trademark in the EU. However, we strongly advise users of the Toothfriendly trademark to supplement the label with an authorised health claim. An example of such authorized claim is:

“Consumption of foods / drinks containing <name of sugar replacer> instead of sugar contributes to the maintenance of tooth mineralization”.

The authorised health claim should be made next to the Toothfriendly label, ideally in the same field of vision. The Toothfriendly label and the authorised health claim may also be placed on different sides of the package if they are linked together with e.g. an asterisk (*). However, the consumer shall be able to easily and readily link them together.

We recommend you to accompany the Toothfriendly trademark with an authorized health claim at the latest by 19 January 2022.

Please note that this letter is intended as a general guidance only and we strongly recommend you to consider the relevant legislation to see how it applies in your circumstances.

Kind regards,

Kati Weiss
Toothfriendly International