

January 2013

Interested Parties

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Dear Colleagues,

General principles on flexibility of wording for health claims

European Commission legislation authorising health claims provides for some flexibility of wording of the claims with the aim of helping consumer understanding.

EU member states have recently informally agreed some recommendations on the general principles to be taken into account by businesses if they adapt the wording of an authorised health claim. These recommendations are set out in the attached document and we hope you will find them useful.

Yours faithfully,

Dr Vivien Lund

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