



Department for  
Business, Energy  
& Industrial Strategy

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Government Chemist



## Health Claims Seminar

29th September 2016, 10:00 – 16:00

Regulation (EC) No 1924/2006 governs the use of nutrition and health claims in the labelling, presentation and advertising of foods. It aims at enabling consumers to make healthier choices by protecting them from misleading information and ensuring a level playing field for food businesses.

This complex and still evolving piece of legislation has many facets. This seminar brings together an impressive array of speakers to guide us through the complexities of health claims and the seminar ends with an opportunity to discuss the way forward.

### Venue



Royal Society of Chemistry  
Burlington House  
Piccadilly, London  
W1J 0BA

- **Noel Griffin**, Team Leader, Nutrition Policy and Legislation, Healthy Behaviours, Population Health Division, Global and Public Health Group, Department of Health will introduce the legislation.
- **Dr Rosalind Miller** British Nutrition Foundation, BNF, will introduce the Project Bacchus best practice guide for health claims and **Dr Paul Kroon**, IFR, and leader of Project Bacchus <http://www.bacchus-fp7.eu/> will give an overview on developing resources to facilitate robust evidence to support claims for bioactive peptides and polyphenols, and cardiovascular health.
- Enforcement and standards will be covered by
  - **Liz Moran MChemA**, Deputy Head of Scientific Services, Public Analyst Scientific Services Limited will discuss problems with claims
  - **Carrie Speer / Katharine Mason** Advertising Standards Authority the independent regulator for advertising across all media – examples of the ASA approach and typical adjudications on health claims
  - **Dr Chris Jones** Manager Medicines Borderline Section MHRA will cover assessment of borderline products
- **Tracey Callis, Helen Darracott**, Proprietary Association of Great Britain, <http://www.pagb.co.uk/> and **Penny Viner** Vice-President HFMA <http://www.hfma.co.uk/> will discuss industry guidance and standards.

Also see attached agenda. A small charge of £36 (inc. VAT) per head will be levied to cover catering expenses, APA Educational Trust reserve the right to substitute speakers of equal standing. To register please return the attached form to Michael Walker at [michael.walker@lqcggroup.com](mailto:michael.walker@lqcggroup.com), 07738 179 985