

# Unilever's Position on Nutrition & Health Claims



Unilever

## UNILEVER'S POSITION ON NUTRITION AND HEALTH (N&H) CLAIMS

### Key messages

- Nutrition & Health claims aim to help consumers make informed, healthier choices and must be transparent, truthful, not misleading and meaningful.
- We support science-based regulations for N&H claims and, where no legislation exists, the use of Codex Alimentarius Guidelines<sup>1</sup>.
- Nutrition & Health claims on fortified products are applied when they meet local regulations or relevant Codex standards and the WHO/FAO. Guidelines on Food Fortification with Micronutrients<sup>2</sup>.

### Unilever's Position on N&H Claims

Nutrition and Health (N&H) claims, whether on-pack or through other marketing channels, aim to provide consumers with relevant and concise nutrition information about products to help them make informed, healthier choices.

We support science-based regulations for N&H claims, where scientific data has undergone independent scientific review and acknowledges the different regulatory frameworks throughout the world.

N&H claims must be transparent, truthful, not misleading and meaningful. Therefore, Unilever's N&H claims are reviewed against a set of criteria which cover:

- Scientific substantiation of the claimed health relationship or benefit
- Nutrient profile of the product making the claim
- Unilever's Food and Beverage Marketing Principles
- Legal and regulatory frameworks

### Our Actions

Unilever has a scientific health claim process where the strength of evidence for health claims for its food and beverage portfolio is evaluated and reviewed periodically. Records of the scientific substantiation are kept, including their scientific advice on the use of the claims. In case claims are made based on a strong consumer belief about the relationship between certain plants and well-being based on evidence of traditional use, we ensure that consumers are clearly informed that the statement used is based on traditional knowledge.



To define a product's suitability for an N&H claim, products are evaluated against Unilever's Science-based Nutrition Criteria, which determine if and what type of claims are acceptable. All marketing communications must be truthful and not misleading. In addition to following existing legal requirements and obligations, Unilever also adheres to its own Food and Beverage Marketing Principles and Principles on Responsible Food & Beverage Marketing to Children.

We commit to comply with existing regulations. Where no legislation exists or is under development, we support global convergence by encouraging the use of the Codex Alimentarius Guidelines on Nutrition and Health Claims (CAC/GL 23-1997) as the basis for regulations.

<sup>1</sup>Codex: CAC/GL 23-1997 Guidelines for use of nutrition and health claims; Codex: CAC/GL 9-1987 General principles for the addition of essential nutrients to foods

<sup>2</sup>WHO/FAO. Guidelines on Food Fortification with Micronutrients. Rome, Italy 2006. World Health Organisation. Essential Nutrition Actions Plan 2019.

September 2024