

For
PEP and VIGOR-

VITAMIN

DOUGHNUTS

A doughnut to keep your children healthy?

Why it matters to consumers

These days, food companies can make health and nutrition claims on any food, including sweets, chocolate bars, doughnut and biscuits...provided they add some vitamins and minerals to the product. A branding recipe whereby products high in salt, sugar and saturated fat are advertised as beneficial to health is perfectly legal!

To prevent this, in 2006 the EU adopted legislation which included a very useful tool called 'nutrient profiling'. Nutrient profiles help determine whether a product can bear a nutritional or health claim, depending on its composition.

Current situation

So, how come we still find health claims on unhealthy food? Even though nutrient profiles were included in the EU Nutrition and Health Claims Regulation of 2006, they were never applied.

The Commission and EU Member States never came to an agreement on how to define the products which could carry health claims, leaving consumers exposed. What is more, some are calling for the scrapping of the concept of nutrient profiles itself.

The way forward

The European Commission should keep nutrient profiles in the EU Nutrition and Health Claims Regulation and find a way to implement the law. Without demonising any products, nutrient profiles are needed to help determine which foods should be eligible to bear health messages.

We call on the members of the European Parliament to protect consumers from spurious health claims and reject **Recital 47** in the **REFIT** (Regulatory Fitness and Performance programme) resolution to be voted on 7 July.



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