

Nutritional product consultancy



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Launching a new nutritional product on the European market presents a variety of challenges, particularly in a constantly moving regulatory environment.

Positioning is paramount in determining which category a product falls within and consequently which regulations apply. For example, General Food, Food Supplement, Food for Particular Nutritional Purpose.

In cases where nutritional products occupy the borderline between food and medicines, what concerns many companies is what they can say about their product to consumers without infringing regulatory limitations on claims.

Of equal importance to the claims made about their products, companies need to ensure that the composition of the product and statutory information presented on the label are in line with current food law.

Health and nutrition claims

It can be a difficult path to tread between telling consumers about your product and being confident of compliance with the new list of approved health claims which came into force in December 2012. Our team of experienced professionals can assist with the review of your labelling, promotional material and product literature to guide you through the process.

We can review and prepare scientific dossiers for submission of claims under Articles 13 and 14 of EU Regulation 1924/2006.

If you inadvertently overstep your claims, we have experience in liaising with competent authorities or Trading Standards to get you back on track.

Nutritional product labelling

We can draft your labels and review the product composition to ensure that all of the ingredients are permitted for use in food products, ensuring that all the statutory information is presented correctly on the label.

Once your nutritional product is on the market, vigilance is still needed in the fast changing regulatory environment. We can help advise you on keeping your existing product range in line with the most current legislation.



We can help to guide you through the general legislative requirements which apply to all food products and those which specifically apply to food supplements.

PARNUTs

Foods for Particular Nutritional Purposes (PARNUTs) are those foods which have been specially manufactured to satisfy the particular nutritional requirements of specific groups of the population; for example, infant and follow-on formulas, foods for infants and young children up to three years of age, medical foods, foods for people intolerant to gluten, products for weight loss (diet foods) and other foods for which companies currently provide notification to EU member states (for example, lactose-free foods).

We can assist with drafting labelling, checking ingredients and ensuring that nutrients meet the required nutrient profiles. We have a network of experienced consultants throughout Europe who can help with local notification requirements, where this applies to your nutritional product.

Foods for specific medical purposes

Dietary Foods for Special Medical Purposes are a sub-category of PARNUTs. These are foods that are specially formulated for people with medical conditions and are intended to be used under medical supervision.

Medical foods may be subject to reimbursement in some countries and this process can vary widely amongst EU member states. We have experience of submitting applications to the ACBS in the UK and can help with reimbursability issues in other European states.

Food supplements

The EU Food Supplements Directive 2002/46 specifies the compositional and labelling requirements of food supplements, including the vitamin and mineral substances permitted for use in food supplements.

We can help you determine whether your product falls into this category. We can help to guide you through the general legislative requirements which apply to all food products and those which specifically apply to food supplements.

You may want to know what claims can be made for the vitamin and mineral nutrients in your product or you may have identified opportunities for new claims. We can assist in preparing and submitting applications for new claims. Part of this process will include reviewing supporting scientific data to evaluate whether there is potential for gaining approval of the new claims.

Novel foods

A novel food is defined as a food that does not have a significant history of consumption within the European Union before 15 May 1997. Your novel food will be subject to a pre-market safety assessment before it can be marketed in the EU. Novel foods comprise a range of foods and in the past this has included nutrients, oils, sweeteners and berries.

We can guide you through the application process for your novel food. We can help you to assemble the supporting information, submit and manage the application on your behalf.

Contact us:

For a more detailed discussion on how we can help you, contact us on **+44 (0)1628 530554** or email us on **info@wainwrightassociates.co.uk**