



Dr. B. Sesikeran, Chairman, Scientific Advisory Committee, Hon. Scientific Director, PFNDAI, Former Director, NIN, (ICMR) on How to Make Claims that Withstand Challenges? In his presentation, Dr. Sesikeran provided a comprehensive overview of the various types of claims that can be made concerning a product. These claims encompass ingredient-related claims, including those that pertain to immune-boosting nutrients; quantity-based claims, such as the product being rich in specific ingredients; substance-disease relationships, such as products that are diabetes-friendly; novel process-based claims, such as nano particulate curcumin; traditional evidence-based claims, including the efficacy of Chyavanaprash in improving immunity, and product-related claims, such as products that reduce cognitive decline. He discussed claim display locations, including on-product labels (FSSAI), online platforms (ASCI), print/visual media (FSSAI/ASCI), social media (ASCI), and social media with celebrity/influencer endorsements (ASCI). When discussing the claim of a novel process for an ingredient, such as nano particulate curcumin, it is important to provide evidence to support the process. If the product is made using a unique or novel process, then evidence should be provided through established patents or research studies that support the product. He spoke about a traditional evidence-based claim that Chyavanaprash improves immunity. The method of preparation and composition should follow acceptable traditional publications. If a different or product-specific claim is made, it should be substantiated with data from respective research studies. He also briefed on the Evidence Based Review System and the steps in Evidence based review (USFDA). In the end of presentation, he gave a brief overview of Label Claims.