

REPORT OF ADVERTISING & HEALTH CLAIMS OF NUTRACEUTICALS & HEALTH PRODUCTS: WHAT DO CONSUMERS UNDERSTAND BY HEALTH CLAIMS: WEBINAR REPORT

Protein Foods & Nutrition Development Association of India (PFNDAI) recently organized a webinar on “Advertising & Health Claims of Nutraceuticals & Health Products: What do consumers understand by Health claims”, where the main objective was to help our audience understand what health claims are, the existing laws on nutraceuticals and health products claims in India and how manufacturers can effectively incorporate these laws during product manufacturing and labelling. The webinar was held on 29th January, 2021 from 3-5:30 pm.



The webinar was chaired and co-chaired by Mr. Dheeraj Talreja (President, AAK, India) and Mr. Phani Kumar (Head- Quality and Regulatory, Zydus Wellness) respectively. The speakers for the webinar were - Ms. Rini Sanyal

AUTHOR

Ms. Girija Damle,
Dietitian, PFNDAI

(Director-Global Regulatory and Product Compliance, India Herbalife Nutrition), Dr Sudershan Rao (Ex-Deputy Director, NIN Hyderabad; Chairman, Scientific Panel on Food Additives, FSSAI) and Mr Abhinav Srivastava (Head-Regulatory Policy & Intelligence, Amway India Enterprises Pvt Ltd).



The attendees included professionals working in food industries and regulatory bodies, professors, research scholars, students, dietitians and scientists.

Dr Jagadish Pai (Executive Director at PFNDAI) welcomed everyone and gave a brief introduction of PFNDAI. Ms Swetchha Soni (Manager Food & Nutrition at PFNDAI) introduced the experts of the session.

Mr Talreja in his remarks spoke about the increase in awareness about healthy eating during the pandemic and how this has positively impacted the nutraceuticals and health products industry. According to him, with the new FSSAI regulations on marketing and advertising, the manufacturers need to act more responsibly not only about marketing, but also about the health impacts of their products. He said that with this webinar the

Mr. Dheeraj Talreja



consumers as well as the industry professionals would have a clear understanding of the various nutraceutical health claims and will be able to make better health choices.

Ms Rini Sanyal in her presentation on 'Need of adding claim to a product' explained in detail, the meaning of



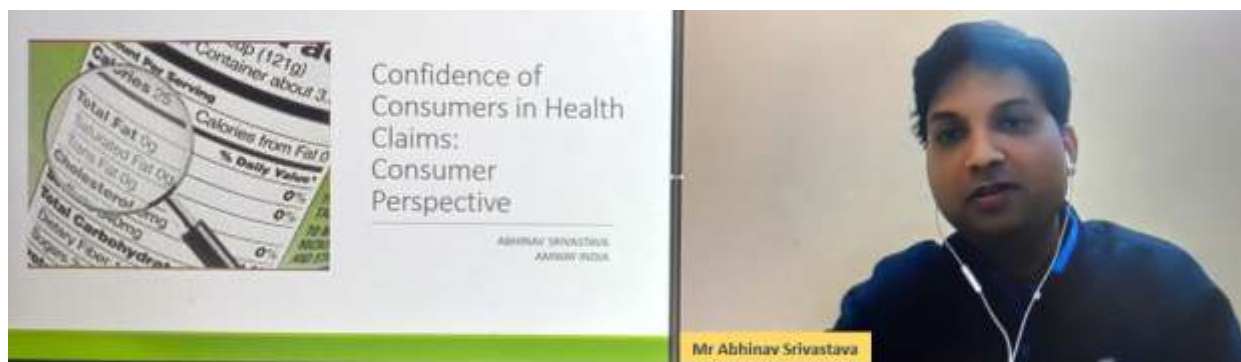
claims and health claims and the three perspectives on why are claims necessary; namely- business perspective, consumer perspective and regulatory perspective. She gave insights on how to select a claim that justify the product as well as comply to the regulatory policies. She spoke on the legal perspective explaining the various regulatory guidelines on health claims.

The second speaker, Mr Abhinav Srivastava gave a talk on- 'Confidence of consumers in health claims- a consumer perspective'. As a part of his presentation, he talked about the impact of claims on the consumer and how he/she perceives it. He shared statistics about customer behaviours and enlightened the audience about the various aspects of health claims that may affect the consumer,

providing the global and Indian overview. He explained how the health claim labelling can be made more effective and easier for the consumer.

Dr. Sudershan Rao talked on 'Substantiation of Claims for Value Addition in Food Products.' He gave detailed insights on the regulatory status of permitted health claims and claim substantiation. He explained about the Codex process for substantiation of claims and the various types of trials that can be conducted for the same. He gave a global overview of the substantiation regulations in comparison to India.

The audience had some questions that were addressed in brief details by all the speakers after their respective talks.



The presentations by the speakers were followed by a panel discussion conducted by Mr. Phani Kumar, on the health claims of nutraceuticals and health products.

The panellists were Mr. Kiran Desai (Regulatory Advisor, ProInsight Consultancy Services), Dr. Subhadra Mandalika (Associate Prof of Nutrition College of Home Sci, Nirmala Niketan; Convenor NSI Mumbai Chapter), Ms. Sukhada Bhatte (Senior Manager-Regulatory & Nutrition, Hexagon Nutrition Pvt Ltd) and Mr. Sumeet Jaiswal (Head- Regulatory & Business Affairs South Asia, Oriflame).

The enlightening panel answered questions on 'best before' date and nutraceutical value, RDA and product content, difference between an 'ordinary' food and 'functional' food etc.

A short Q & A followed after the panel discussion addressing some of the queries raised by the audience. The webinar ended with a vote of thanks by Ms Girija Damle.


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The Co-Development company

HERBALIFE
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Protein Foods & Nutrition Development Association of India
Presents a webinar on

“Connecting Responsibly with Consumers”

Session : Advertising & Health Claims of Nutraceuticals & Health Products -
What Do Consumers Understand by Health Claims

SPEAKERS



Mr. Abhinav Srivastava
Head-Regulatory Policy & Intelligence
Amway India Enterprises Pvt Ltd



Ms Rini Sanyal
Director- Global Regulatory & Product
Compliance, Herbalife Nutrition



Dr V Sudershan Rao
Former Deputy Director- NIN, Hyderabad
Chairman- Scientific Panel on Biological
Hazards at FSSAI.



Mr. Dheeraj Talreja
President- AAK
India



Mr Phani Kumar
Head Quality & Regulatory
Zydu Wellness

PANEL MEMBERS



Dr Subhadra Mandalika
Associate Prof. - Nirmala Niketan
College of Home Sc.
Convenor - NSI Mumbai Chapter



Mr Kiran Desai
Regulatory Advisor
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Mr. Sumeet S Jaiswal
Head - Regulatory & Business Affairs
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