

Nestlé Claims Policy



Issuing department

Corporate Regulatory and Scientific Affairs
Corporate Nutrition, Health and Wellness Unit

Target audience

Marketing and Sales, Communication,
Research and Development, Regulatory and Scientific Affairs,
Legal, Nutrition/Medical Affairs, Operations,
Supply Chain and Procurement

Approver

Executive Board, Nestlé S.A.

Replaces

Nestlé Nutrition and Health Claims Policy (2004, updated 2007)

Repository

All Nestlé Principles and Policies, Standards and Guidelines
can be found in the Center online repository at:
<http://intranet.nestle.com/nestledocs>

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Design

Nestec Ltd., Corporate Identity & Design,
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Background

Nestlé is committed to providing accurate and responsible consumer communication which empowers consumers to exercise their right to make informed choices and promotes healthier diets and lifestyles.

This is an integral part of our *Nestlé Corporate Business Principles* and is further described in the *Nestlé Consumer Communication Principles*. The *Nestlé Claims Policy* complements these Principles and must be implemented in conjunction with them.

With this Claims Policy, Nestlé has established a framework for all claims including nutrition and health claims used in consumer communication – across businesses and countries.

It has been stressed that all claims must be compliant with local regulations or, where no local regulation exists, with international standards such as Codex Alimentarius and with Nestlé governance rules and procedures.

Furthermore, Nestlé is introducing a new specific public commitment for the use of health claims.

“Claim” Definition

A “**claim**” is any voluntary representation (e.g. text, sound, visual elements) which states, suggests or implies that a product has particular characteristics relating to its origin, nutritional properties, nature, production, processing, composition or any other quality. This definition includes nutrition and health claims as well as social and environmental claims.

Scope

This Policy applies **globally** to all **products** sold under brands owned by Nestlé that carry a **claim**; including products sold by joint ventures and licence partners.

The **products** covered by this Policy are:

- food and beverages (including baby foods, food supplements, dietetic foods, and food for special medical purposes)
- pet food
- cosmetics
- medical devices
- medicines

This Policy applies to all claims made in communication in all media and at the point of purchase, e.g. packaging, internet, television, print, digital, stores.

Principles

1. Claims must be **compliant** with:
 - a. **laws and regulations** in the country/ies where Nestlé makes the product available for sale;
 - b. **international** standards where no relevant local laws and regulations exist, e.g. for food and beverages we apply Codex Alimentarius Standards;
 - c. **internal Nestlé Policies and Standards**, which always apply and in addition, provide rules where no international specific standard exists and/or where local regulation is less strict.
2. Claims must be **accurate and not misleading**.
3. Claims must be **responsible**, e.g. claims should not arouse or exploit fear in the consumer, give rise to doubt about the safety of a similar product, encourage excessive consumption or inappropriate use, or raise doubt about the adequacy of a similar product.
4. Claims must be **substantiated**. Specifically for health claims on food and beverages, the Nestlé Health Claims Panel, a central committee of internal experts, assesses whether the scientific substantiation follows Codex Alimentarius Standards. Similarly, social and environmental claims are validated by a central internal committee of experts. Joint ventures also have committees of experts in place to ensure all claims are substantiated.
5. When a food or beverage for the general population bears a health claim, e.g. "Calcium is important for bones":
 - a. **nutrition information labeling**¹ is mandatory;
 - b. **the Nestlé Nutritional Foundation criteria** as defined by the Nestlé Nutritional Profiling System² must be met;
 - c. **a statement about the importance of a balanced diet and a healthy lifestyle** must be included in the labeling.

Compliance

1. Compliance with this Policy is mandatory.
2. Compliance with this Policy is reviewed by the Nestlé Group Audit.
3. This Policy is effective immediately.
4. The transition period for the requirement under point (5) is 1 April 2017.

References

Nestlé Corporate Business Principles
Nestlé Consumer Communication Principles
Codex Alimentarius General Guidelines on Claims GL 1-1979
Codex Alimentarius Guidelines for use of Nutrition and Health Claims GL 23-1997
Nestlé Nutritional Profiling System

¹ or mineral composition table for bottled waters

² The Nestlé Nutritional Profiling System is a rigorous system to evaluate the nutritional value of our products based on nutrition science and public health dietary recommendations from the WHO and other leading international and national authorities, translated into product nutrient level criteria, taking product composition and typical use into account.

