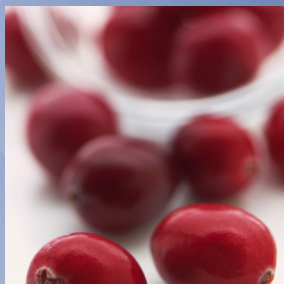
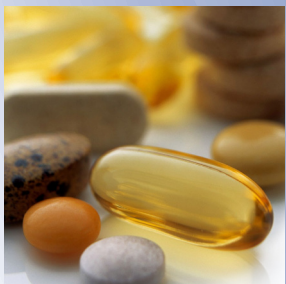


EAS WORKSHOP

8 March 2012, Hotel Bloom, Rue Royale 250, 1210 Brussels, Belgium

# The Nutrition and Health Claims Regulation

Dealing with the present –  
Planning for the future



8 March 2012

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EAS WORKSHOP

THE WORKSHOP

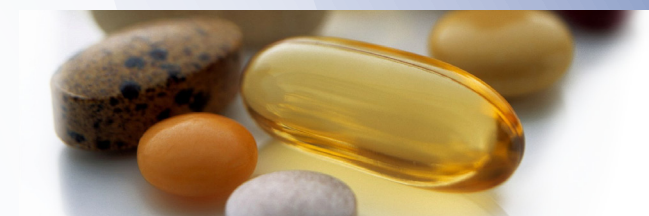
The end of 2011 has been marked by a key step for the future of health claims in the European Union (EU). On 5 December the Standing Committee on the Food Chain and Animal Health adopted the 'Union list' of permitted Article 13.1 health claims, thereby bringing it to the next and last step in the final stages of the adoption process.

This development raises significant concerns and questions for the food sector, all of which will be discussed at the workshop:

- Will the European Commission finally adopt the list following the three-month scrutiny period in the European Parliament?
- When will changes to the market in terms of permitted and prohibited claims be needed?
- What will these changes be?

The workshop is led by two senior EAS food law experts: Stefanie Geiser and Patrick Coppens, together representing more than 40 years of experience in European Food Law. They will guide you through the latest developments of the European Nutrition and Health Claims Regulation and the process that needs to be considered at this crucial time when developing foods with health benefits and/or planning to introduce them on the EU market.

Their experience with applications will provide companies with in-depth insights into the process of claims approvals and the do's and don'ts for market success. They will also give guidance on minimising the risks and maximising the opportunities given by the law, and illustrate this using practical examples and case studies.



#### Highlights of the workshop:

- "Union list" of permitted Article 13.1 claims: final Commission adoption process in 2012 and impact for industry
- Claims put 'on hold' – which claims go onto the rejected list and how will this affect your business
- Lessons to be learned from the successes and failures of submissions that have undergone an EFSA assessment
- Measures to implement to ensure your existing products can remain on the market
- New possibilities for communicating on the health benefits of foods under the requirements of the claims regulation
- How to ensure your health communication will not be challenged

#### EAS Expertise

Since its creation in 1992, EAS has operated and specialised in the area of food, nutrition and health. As a team of skilled, experienced food law and policy advisors, EAS experts work with companies and government bodies to find practical solutions to often complicated problems.

We give companies strategic regulatory advice for successful approval of their products at global level. EAS consultants speak at national, European and international conferences and workshops, working with bodies across the world to deliver up-to-date information, expert advice and solutions in the changing marketplace.

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THE PROGRAMME

08.45-09.15      **Registration**

09.15-09.30      **Welcome and introduction**

**PART 1: Dealing with the present claims climate**

09.30-10.15      **The latest developments of the Nutrition and Health Claims Regulation**

An in-depth update on:

- The Annex of nutrition claims
- Latest status of the Article 13.1 'Union list' of permitted health claims
- Commission policy for rejected claims list and claims 'on hold' (botanicals, certain probiotics under re-assessment, DHA/EPA, caffeine, very low calorie diets and other)
- New European Commission Register of health claims
- Nutrient profiles

10.15-10.45      **Question and Answer Session**

10.45-11.00      **COFFEE BREAK**

11.00-11.45      **How to apply for EFSA authorisation under Article 13.5 or 14**

Tips to help secure your successful dossier applications, including:

- In-depth analysis of the lessons learned from positive and negative EFSA opinions
- EFSA guidance and outcome of technical meetings and consultations
- Proprietary data protection
- Practical advice on how to plan an application
- The do's and don'ts when compiling a dossier
- How to deal with communications after claims rejections
- How to maximise chances of success

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11.45-12.15      **Question and Answer Session**

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12.15-13.15      **LUNCH**

**PART 2: Planning for the future**

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13.15-14.00      **How to apply the Nutrition and Health Claims Regulation in practice**

Practical advice with examples on:

- How to know which claims are under transition and which not
- Ensuring conformity during the transition periods: with examples from national markets
- How to make use of claims from the approved Article 13.1 Union list:
  - what will change?
  - what wordings of claims will be acceptable?
- How to make use of approved Article 14 claims, with a particular focus on conditions of use
- How to make use of nutrition claims/comparative claims
- Alternative ways of communicating health benefits to consumers

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14.00-14.30      **Question and Answer Session**

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14.30-14.45      **COFFEE BREAK**

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14.45-15.30

**Interplay of the Nutrition and Health Claims Regulation with other EU legislation**

How to address new product development in the EU legal framework, including different scenario's for the planning of new product development, and addressing:

- Is novel foods approval required for the ingredient for which I want to make a health claim?
- Implications when the EU sets maximum levels for vitamins and minerals in the food supplement and food fortification legislations
- Borderlines between foodstuffs and medicinal products
- The opportunities and limitations of the mutual recognition legislation

15.30-16.00

**Question and Answer Session**

16.00-16.15

**Conclusions**

16.15

**END OF WORKSHOP**

8 March 2012

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THE BIOGRAPHIES



**Patrick Coppens** is Senior Adviser International Food and Health Law and Scientific Affairs at EAS. He has a university degree in dietetics and nutrition (Ghent and Louvain) and has build up substantial expertise in scientific, quality and regulatory issues in various positions within the Dutch Royal Numico group. As president of the CIAA (European Food Federation) and IDACE (European Dietetic Food Federation) Health Claims working groups he has been closely involved in debates on food safety, food labelling, health claims and addition of nutrients to foods both on national and international level.

In January 2005 he joined EAS, the Brussels-based advisers specialising in regulatory and strategic advice on nutritional products. In this capacity he advises a number of trade bodies and is, in particular, Secretary General of ERNA (the European Responsible Nutrition Alliance). He also manages EBF (the European Botanical Forum) and is a member of the Belgian Food and Health Plan Steering Committee. Mr Coppens has a great expertise of European food law, in particular with regard to Health Claims and Nutritional issues and has spoken at numerous international conferences on these topics.



**Stefanie Geiser** is Regulatory Affairs Manager at the EAS branch based in Italy. While following the European Food Safety Authority (EFSA) developments in Parma closely, at EAS-Italy she assists companies in overcoming regulatory barriers for the EU approval of their health claims and innovative food ingredients. Stefanie has specialised in biochemistry and plant physiology (University of Aachen – Germany, and University of Bologna – Italy). Following her studies she worked in the field of organic food products at the European Commission, DG VI, Agriculture. Since joining EAS in 1995 she has been an adviser on regulatory issues to European and international industry associations.

The EAS team has co-authored a number of publications including the guide to 'Marketing food supplements, fortified and functional foods in Europe - Legislation and Practice', a European Commission study on the use of herbs and other bioactive substances, and the recent HOW TO series on mutual recognition, novel foods and claims.

8 March 2012

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EAS WORKSHOP

REGISTRATION

\* Please type or print clearly in capital letters

Name: .....

Job Title: .....

Organisation/Company: .....

VAT No: .....

Address: .....

.....City: .....

Postcode:.....Country:.....

Telephone:.....Fax:.....

Email: .....

Date: .....Signature: .....

Invoice address (if different from above):

Organisation/Company: .....

VAT No: .....

Address: .....

I wish to attend the workshop at 950 Euro. Please specify payment method:

Bank transfer: Account Name: European Advisory Services, Account No: 775-5989972-49  
IBAN No: BE97 7755 9899 7249, SWIFT: GKCCBEBB, Dexia Bank, B-1040 Brussels, Belgium

Cheque: Please make payable to European Advisory Services

Card type:  Visa  Mastercard  American Express

Name on card:..... Exp. date:.....

Card No:..... CVC code: .....

Signature: .....

Since participation is limited to 25 for this event, we would encourage companies who are interested in attending to register soon by filling in the form and returning it to Cindy Garcet at EAS.

If you would like to attend, please complete the form and return by fax to:

Fax: +32 (0)2 219 73 42

**Cindy Garcet**  
**European Advisory Services (EAS)**

50, rue de l'Association  
B-1000 Brussels, Belgium

Tel: +32 (0)2 218 14 70  
Email: workshop@eas.eu  
www.eas.eu

**Terms and Conditions**

- 1 The fee for this event includes 21% VAT.
- 2 Full payment is payable upon booking.
- 3 In the case of non-appearance/cancellation on the day of the event, the participant will be charged the full fee for the event. EAS also has the right to cancel the event 2 weeks before the scheduled workshop date for reasons caused by a Force Majeure Occurrence with full refund to all participants given.  
Substitution for an alternative event date may also be made subject to request being made in writing and approved by the European Advisory Services (EAS), in case of participants cancellation/in case of EAS cancellation.
- 4 The organiser does not accept bookings from professional advisers.
- 5 The organiser reserves the right to refuse admission to any applicant who does not meet the registration requirements.

**A RECEIPT WILL BE SENT TO YOU UPON PAYMENT.**