

Permitted EU Claims Article 14 (1) a: Disease Risk Reduction

Product Claim	Nutrient, substance, food category	Company Name	EFSA Opinion Ref.	Legal Status: Permitted	Placed on market	Conditions of use of the claim	Legal Labelling Requirements	
							Nutrition Labelling	Mandatory Statements
Plant Sterols have shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.	Plant Sterols: Sterols extracted from plants, free or esterified with food grade fatty acids.	Unilever PLC	Q-2008-085	Permitted (Reg 983/2009)	11th November 2009	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2g plant sterols (Reg 983/2009)	<p>Foods</p> <p>(1) Group 2 nutrition labelling information as per Directive 90/496, as amended (Article 7 Reg 1924/2006)(see also link to detailed labelling information on website)</p> <p>(2) The amount of Plant Sterol(s) shall also be stated in the same field of vision as the nutrition information. (Article 7 Reg 1924/2006)</p> <p>Supplements</p> <p>The amount of Plant Sterols present in the recommended daily dose must be declared in numerical form.</p>	<p>Shall include 8 statements (Reg. 608/2004) and 2 statements (Reg 983/2009 and Reg 1924/2006) indicating:</p> <ol style="list-style-type: none"> 1. the words 'with added plant sterols' 2. the amounts of plant sterols (expressed in % or as g of free plant sterols per 100g or 100ml of the food) in the ingredients list 3. that the product is intended exclusively for people who want to lower their blood cholesterol 4. that patients on cholesterol lowering medication should only consume the product under medical supervision 5. that the product may not be nutritionally appropriate for pregnant and breastfeeding women and children under the age of 5 years 6. that the product is to be used as part of a balanced and varied diet, including regular consumption of fruit and vegetables 7. that the consumption of more than 3g/day of added plant sterols should be avoided 8. a definition of a portion of the food or food ingredient concerned (preferably in g or ml) with a statement of the plant sterol amount that each portion contains 9. that the beneficial effect is obtained with a daily intake of at least 2g plant sterols' (Reg 983/2009) 10. that the disease to which the claim is referring has multiple risk factors and that altering one of these factors may or may not have a beneficial effect (Reg 1924/2006)

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Plant stanol esters have been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease	Plant Stanol esters	McNeil Nutritional s	Q-2008-118	Permitted (Reg 983/2009)	11th November 2009	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2g plant stanols	Foods (1) Group 2 nutrition labelling information as per Directive 90/496, as amended (Article 7 Reg 1924/2006)(see also link to detailed labelling information on website) (2) The amount of Plant Stanol(s) shall also be stated in the same field of vision as the nutrition information (Article 7 Reg 1924/2006) Supplements The amount of Plant Stanols present in the recommended daily dose must be declared in numerical form.	Shall include 8 statements (Reg 608/2004) and 2 statements (Reg 983/2009 and 1924/2006) indicating: <ol style="list-style-type: none"> 1. the words 'with added plant stanols' 2. the amounts of plant stanols (expressed in % or as g of free plant stanols per 100g or 100ml of the food) in the ingredients list 3. that the product is intended exclusively for people who want to lower their blood cholesterol 4. that patients on cholesterol lowering medication should only consume the product under medical supervision 5. that the product may not be nutritionally appropriate for pregnant and breastfeeding women and children under the age of 5 years 6. that the product is to be used as part of a balanced and varied diet, including regular consumption of fruit and vegetables 7. that the consumption of more than 3g/day of added plant stanols should be avoided 8. a definition of a portion of the food or food ingredient concerned (preferably in g or ml) with a statement of the plant stanol amount that each portion contains 9. that the beneficial effect is obtained with a daily intake of at least 2g plant stanols (Reg 983/2009) 10. that the disease to which the claim is referring has multiple risk factors and that altering one of these factors may or may not have a beneficial effect (Reg 1924/2006)

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Chewing gum sweetened with 100% xylitol has been shown to reduce dental plaque. High content/level of dental plaque is a risk factor in the development of caries in children	Chewing gum sweetened with 100% XYLITOL	Leaf Int and Leaf Holland, Netherlands	Q-2008-321	Permitted (1024/2009)	19th November 2009	Information to the consumer that the beneficial effect is obtained with a consumption of 2-3 g of chewing gum sweetened with 100% xylitol at least 3 times per day after the meals.	<p>(1) Group 2 nutrition labelling information as per Directive 90/496, as amended (Article 7 Reg 1924/2006)(see also link to detailed labelling information on website)</p> <p>(2). Xylitol (g) shall also be stated in the same field of vision as the nutrition information (Article 7 Reg 1924/2006)</p>	<p>Shall include 4 statements (Reg 1924/2006) indicating:</p> <p>(1) the importance of a varied and balanced diet and a healthy lifestyle</p> <p>(2) the quantity of the food and pattern of consumption required to obtain the claimed beneficial effect</p> <p>(3) where appropriate, a statement addressed to persons who should avoid using the food</p> <p>(4) an appropriate warning for products that are likely to present a health risk if consumed to excess.</p>