

The self regulation system for the industry of food supplements



Svensk Egenvård represents the suppliers of self care products on the Swedish market

- Svensk Egenvård (Swedish self care association) organizes suppliers present on the Swedish market of
 - Plant based pharmaceuticals and OTCs
 - Food supplements
 - Sport nutrition products
 - Skin care products
- Svensk Egenvård is the Swedish voice in the EU through our membership in the European associations:
 - EHPM
 - AESGP
 - ESSNA

Svensk Egenvård strives to achieve significant development within the self-care industry based on safety and credibility

The mission of Svensk Egenvård

- Strive to achieve significant development within the self-care industry
- Convey knowledge about self care to consumers, the media and decision-makers in society
- Provide support and information to our member companies

The core values of Svensk Egenvård

- Knowledge
- Credibility
- Quality & Safety

The Industry self regulation system for food supplement safety is built on four columns

National industry guideline for food supplements

(EG regulation 852/2004, 853/2004, 882/2004 and 178/2002 etc)

Certification of "Systems for safe food supplements"

(National industry guideline, ISO 9001: 2008, ISO 22000:2005, Global standard for food safety and International food standard (IFS))

Labeling assessment of food supplements

(LIVSFS 2004:27, LIVSFS 2003:9 EG regulation 1924/2006 etc.)

Council for Market Supervision

(Health claim regulation, marketing regulation, pharmaceutical regulation, International Chamber of Commerce's "Code of Advertising and promotions")

The guideline details the various requirements for food supplements imposed by food legislation and describes how the food business shall achieve these requirements

Requirements

This means that the company commits to work in accordance with the established criteria and that it can prove this. The criteria for certification are based on the national industry guideline
The certification is done by LRQA

Verification

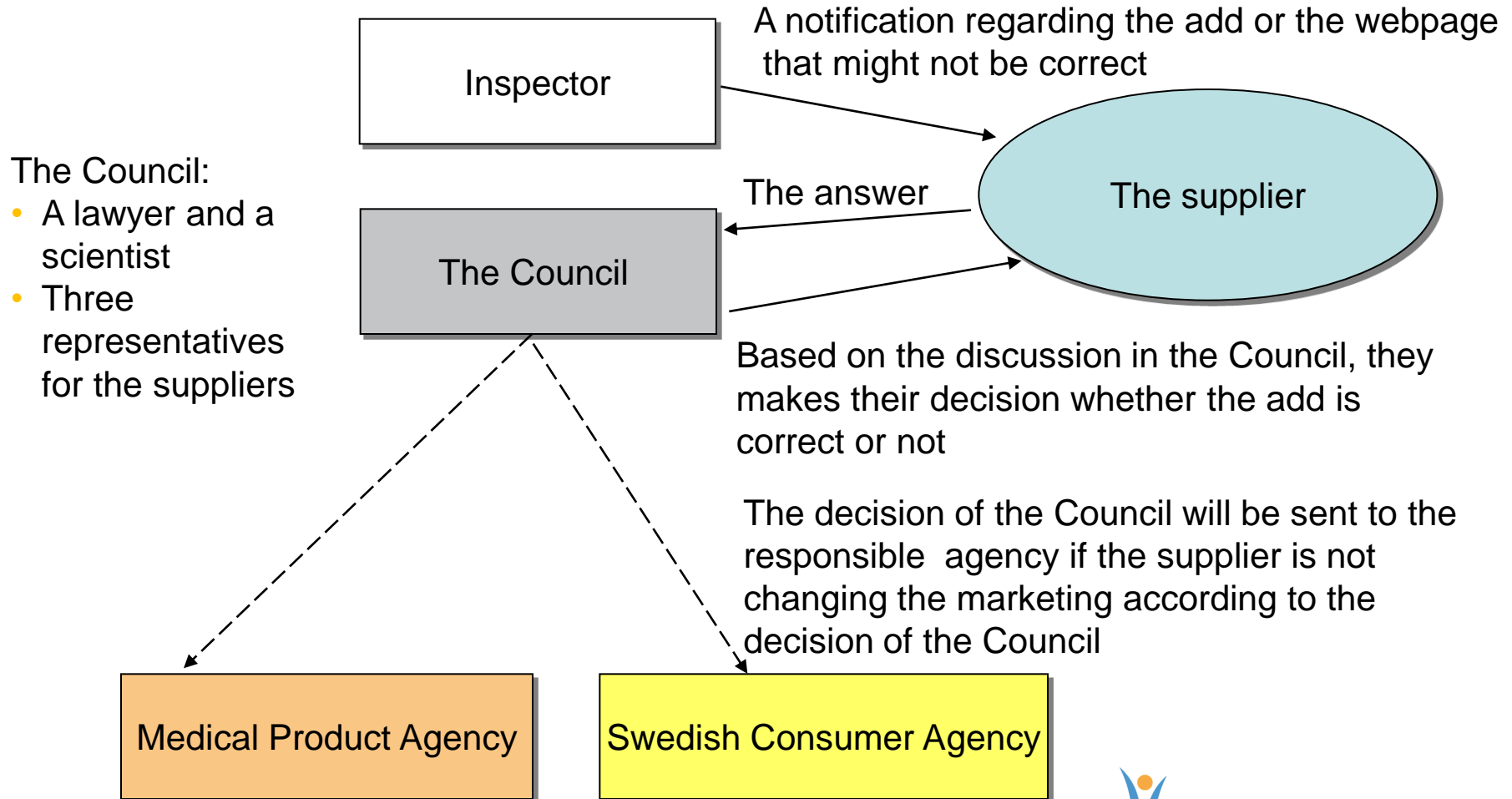
The company can get a second opinion about its products labeling. Manufactures, importers and retailers are equally responsible for ensuring appropriate and adequate labeling

Verification

Review of marketing is done through notifications. Decision on complaint is properly taken by the Council. The Council consists of independent legal professionals and industry representatives

Supervision

The inspector is not part of the Council who takes decision whether an add is correct or not



The industry regulations system covers marketing materials from both members and non members

- Reviewing advertising in magazines, newspapers, internet, television, etc
- Meetings once a month
- Members have to follow the decisions of the Council
- Suppliers that are not members and do not intend to follow the decisions from the Council will be reported to the responsible authority
 - To MPA if the marketing of the product is using medicinal claims
 - To the National Food Administration and to the commune if the health claim is not according to the health claim regulation
 - To the Swedish Consumer Agency
- 80 cases were dealt with in 2009 and so far the Council has been given its opinion on 65 cases

1. When comparing you have to give the source
2. Medicinal claims is not allowed for food supplements
3. Unspecific claims has to be followed by specific claims according to the health claims regulation



ANTIOXIDANT NYHET!
BETYDLIGT STARKARE ÄN DAGENS BLÅBÄRSEXTRAKT

SVERIGE NYHET!
Bra för immunförsvaret
Hindrar skador på kroppens celler
Renar kroppen
Bygger upp kroppens celler

BJÖRNBÄR ANTIOXIDANT

GRATIS
I 4 VECKOR

Ja Tack!

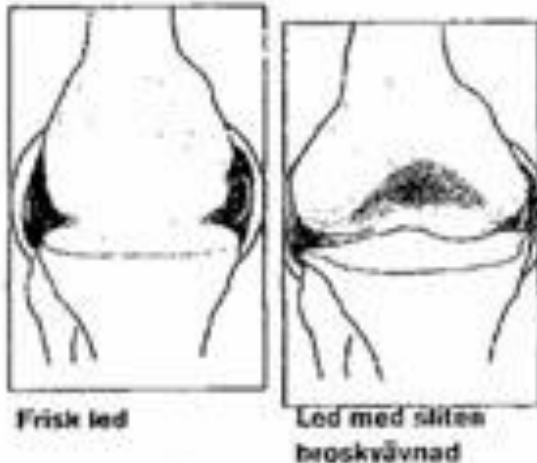
Ring in din order på:
030 - 630 74 00

A-Bolaget AB
Svanöpost 900697900
91220 Vårdö
SOF 1718

www.sverigehaftet.se

The totality must give a correct picture

Broskvävnaden på benytorna i leden slits och blir med åren tunnare. Därför upplever många problem när de känner av den hårda belastningen direkt benyta mot benyta.



NATURLIG BYGGSTEN TILL BROSKVÄVNAD

innehåller byggstenar till broskvävnad och är effektiv vid åldersrelaterade ledproblem.

ger näring till brosket och bidrar till att återuppbygga broskvävnad, så att du slipper den hårda belastningen direkt benyta mot benyta.

Images showing sickness are not suitable to use for food supplements regardless of if the text is only describing the healthiness of the product, as the purpose of food supplements are that they should maintain healthiness

Linked editorial text becomes marketing



In this advertisement for the product reference was given - see www.helhetsdoktorn.nu

The linked webpage provides a physician is council that the product is strengthening the immune system and it is protective and healing for the stomach and intestines

To refer to an external home page in promotional materials, the press-only text is transformed into marketing

Thank you!

Ingrid Atteryd

ingrid@svenskegenvard.se

Stockholm the 12th of November 2010

