

Subject: FW: SE comments re on hold claims, beauty claims and guideline to art 10

From:

Sent: Thursday, October 11, 2012 10:21 AM

To:

Subject: SE comments re on hold claims, beauty claims and guideline to art 10

Dear Colleagues,

Please note the Swedish comments on the on

Fructose

- Proposed wording: *Consumption of fructose containing foods leads to a lower blood glucose rise than consumption of sucrose or glucose containing foods.*
- Proposed condition of use: *In order to bear the claim, glucose and/or sucrose should be replaced by fructose in sugar-sweetened foods or drinks so that the reduction of glucose and/or sucrose in these foods or drinks complies with the claim REDUCED [NAME OF THE NUTRIENT] as listed in the Annex of Regulation 1924/2006.*
- Swedish comments:
 - Health claims should not be inconsistent with generally accepted nutrition and health principles. Current recommendations suggest limiting the intake of sugars (including fructose) to maximum 10 energy percent. Although the sweetness is higher for fructose than glucose and the proposed claim is a comparative claim, Sweden strongly believes that it would be counterproductive to nutrition recommendations to authorise claims encouraging consumption of sugars. There is a risk that consumers would be misled and confused by conflicting messages.
 - The health claim should be rejected.

Best regards,

*Principal Regulatory Officer
Food Standards Department*



LIVSMEDELSVERKET

NATIONAL FOOD AGENCY

Box 622, SE-751 26 UPPSALA, Sweden

Tel.

www.livsmedelsverket.se