

# UNILEVER'S POSITION ON NUTRITION AND HEALTH CLAIMS



## Background

At the heart of our business and our brands is a deep commitment to consumers. More than 1 billion people enjoy our food and refreshment products every day. We know that people want and expect superior quality products that are healthy and tasty. We are very conscious of the important role that food has in people's well-being, and that non-communicable diseases are a high public health priority. Therefore, we are offering nutritious foods that are appealing, and through communication that is responsible, engaging and meaningful.

## Context

We have set our ambition to become a more progressive food company, putting our consumers at the heart of everything we do, working to build consumer trust in our foods through transparency, as well as delivering the targets set out in our Sustainable Living Plan.

We put consumers at the front and centre of all our policy making and positioning. As part of that effort, we will continue to support initiatives that help consumers make a positive choice with regards to their nutrition.

Nutrition claim means any representation which states, suggests or implies that a food has particular nutritional properties, including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins and minerals. Health claim means any representation that states, suggests, or implies that a relationship exists between a food or a constituent of that food and health.

## Unilever Position

The intention of all nutrition and health claims, whether included on-pack or through other marketing channels, is to provide consumers with relevant and concise nutrition information about products to help them make informed, healthier choices.



Unilever nutrition and health claims are reviewed against a set of criteria which cover:

- Scientific substantiation of the claimed health relationship or benefit
- Nutrient profile of the product making the claim
- Unilever's Food and Beverage Marketing Principles
- Legal & regulatory frameworks.



### **Scientific substantiation**

Unilever has a scientific health claim evaluation process in place which includes an internal expert panel that is responsible for evaluating the strength of evidence for health claims. The panel keeps records of the scientific substantiation, including their scientific advice on the use of the claims. To ensure that claims remain in line with developing science, additionally we have installed a periodic review of our health claims. We also understand that some consumers have a strong belief about the relationship between certain plants and well-being, which is primarily based on traditional knowledge. When providing consumers with products which communicate these benefits, we ensure that consumers are clearly informed that the statement used is based on traditional knowledge.

### **Nutrient Profiles**

Unilever uses [Nutrient Profiles](#) that are based on dietary recommendations to evaluate the overall nutritional composition of all our products.

To define a product's suitability for a nutrition or health claim, Unilever scores the product against [Unilever's Nutrition Criteria](#). The result of that determines if and what type of nutrition or health claims are acceptable on these products.

### **Marketing principles**

All food and refreshment marketing communications must be truthful and not misleading. In addition to following existing legal requirements and obligations, Unilever also adheres to our own [Food and Beverage Marketing Principles](#).

### **Legal and regulatory frameworks**

Unilever supports science-based regulations for nutrition and health claims, with scientific data that has undergone independent scientific review, and acknowledges the different regulatory frameworks throughout the world. We are committed to complying with existing regulations. Where no legislation exists or is under development, we support global convergence by encouraging the use of the [Codex Guidelines on Nutrition and Health Claims](#) as the basis for regulations.

