

General Principles

In All Food & Beverage Marketing and Point of Sale Communications

Unilever will adhere to the following General Principles in all Food & Beverage Marketing and Point of Sale Communications:

1. All Marketing and Point of Sale Communications must be truthful and not misleading.
2. We will strive to communicate how our brands and products fit into a healthy diet and healthy lifestyle.
3. Sound and visual presentation of food products, together with how they are described, should accurately represent any material characteristics advertised and should not mislead consumers concerning any of those characteristics.
4. Nutrition and health benefit claims included in any Marketing and Point of sale Communications should have a sound scientific basis.
5. Marketing and Point of Sale Communications should not encourage or condone excess consumption and portion sizes should be appropriate to the setting portrayed and the intended consumers.
6. In Marketing and Point of Sale Communications representing meals, the foods portrayed should be shown in the context of a balanced diet.
7. Marketing and Point of Sale Communications should not undermine and where possible should encourage the promotion of healthy, balanced diets and healthy active lifestyles.
8. Food products not intended to be substitutes for meals should not be represented as such.

Additionally, we commit to follow the [ICC Framework for Responsible Food and Beverage Marketing Communications](#) and the [ICC Advertising and Marketing Communications Code](#).