

# CLAIMS ON NATURAL HEALTH PRODUCTS

*How to play it right?*

A close-up photograph of a wooden file folder with a white label that says 'Claims'. In the background, another folder is visible with a yellow label that says 'Documents'.

## Claims

Claims are a key element in the communication to consumers on product-specific benefits that co-determine purchasing decisions. Claims are often first validated in consumer research, and resonating claims are a second step driving product development, followed by claim substantiation efforts.

In the course of product development, this may lead to a classical challenge in consumer health care innovation that requires skills and creativity: What consumers want, what products can deliver, and what legislations permit is sometimes hard to reconcile.

Combining your freshly gained insights on consumer needs with a&r's competence in science and regulations as well as expertise in clinical research will lead to commercially viable solutions for innovative foods, food supplements, cosmetics, medical devices, and herbal drugs.

## OUR SERVICES INCLUDE: CLAIMS ON FEED AND FOOD SUPPLEMENTS

### MARKETING CLAIMS

- Support in finding the most suitable and unique claims language for your product within given regulatory frameworks
- Help with the risk analysis when using such claims
- Substantiate your claim with adequate studies
- Evaluate the opportunities for "beauty from within" claims

### HEALTH AND NUTRITION CLAIMS

- Strategic advice on product-specific EFSA health claim applications from initial idea to complete dossier submission
- Advice on how to benefit from "on-hold" botanical claims
- Advice on how to optimally apply already approved generic health and nutrition claims in novel product compositions



## CLAIMS ON MEDICAL DEVICES

- Assess the best claim strategy fitting the medical device regulation
- Conduct clinical trials to support the intended use and related marketing claims

## CLAIMS ON HERBAL DRUGS

- Assess indication options and requirements
- Perform clinical trials to support the indication

## CLAIMS ON FOOD AND FOOD SUPPLEMENTS

Product-specific health claims require strong clinical evidence to be permitted by authorities, but they may be proprietary and can then be used exclusively. On the other hand, already approved health claims for vitamins and minerals, together with other claims, often resonate well with consumers and should be considered as an alternative to a new EFSA health claim application. Also, many botanicals in food supplements can take advantage of the pending claim situation.

In addition, sustainability aspects have gained dramatically in consumer relevance and appeal, and this trend is here to stay.

Be it organic, vegan, halal, or kosher - all these additional attributes and related claims need to be appropriately documented, and their use in communication has to be in line with local and product-specific regulations.

Our services range from straightforward compliance checks to the performance of clinical trials to support different claim strategies and regulations.

Thanks to our expertise in regulatory requirements, science, and clinical research, our team will enable you to define the optimal approach for your product claims strategy.

## CONTACT US

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