

# Strategies for Effective Communications: Nutrition Claims

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# Do we need claims?

- Improved consumer awareness leading informed purchasing decisions
- In India, Information is collected through:
  - Family & Traditional Knowledge,
  - Education,
  - Media and advertising,
  - Labels .....
- Linkages with nutritional and health benefits becoming more stronger
- In the global regulatory terminologies, such information is defined as “claims”.

# Claims: A Landscape of Controversies

## Sceptics View

mere marketing gimmicks  
used by food companies,

## Other View

Claims do have potential to  
contribute to the achievement of  
public health objectives

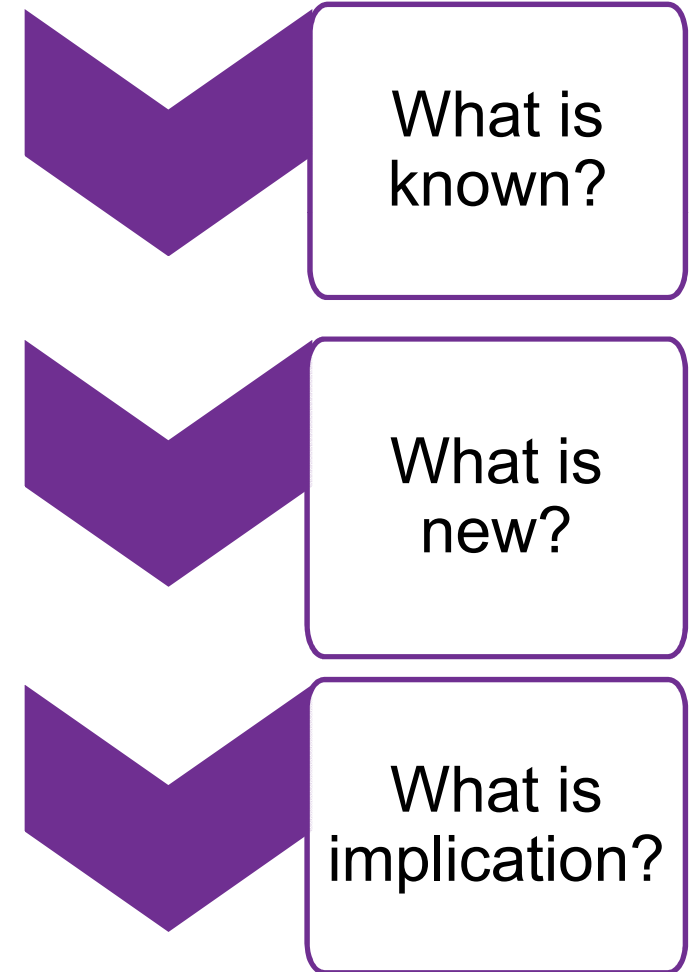
Claims are an important way of communicating benefits of science to the consumers.

What do you need is an environment of Trust, where consumers believe in truthfulness of claims being made

Regulatory frameworks have this very important role to play in creating this environment of trust by providing a transparent framework of governance for nutrition and health claims, so that only well substantiated claims reach the market place. It is only this trust, which can help realize the health benefits of scientific developments, both for marketers and consumers alike.

# Science of Communication v/s Communication of Science:

- Claims can also be looked as a form of communicating science.
- General communication principles remain valid:
  - ❖ Customer Segmentation is a reality
  - ❖ Reaction to loss v/s gain
  - ❖ Difference between what you say v/s what is heard v/s what is understood
  - ❖ Test messaging
- Science communications bring in additional challenges:
  - ❖ Science is complex
  - ❖ Simplification may lead to incorrect scientific understanding.



# Message and The Messenger

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

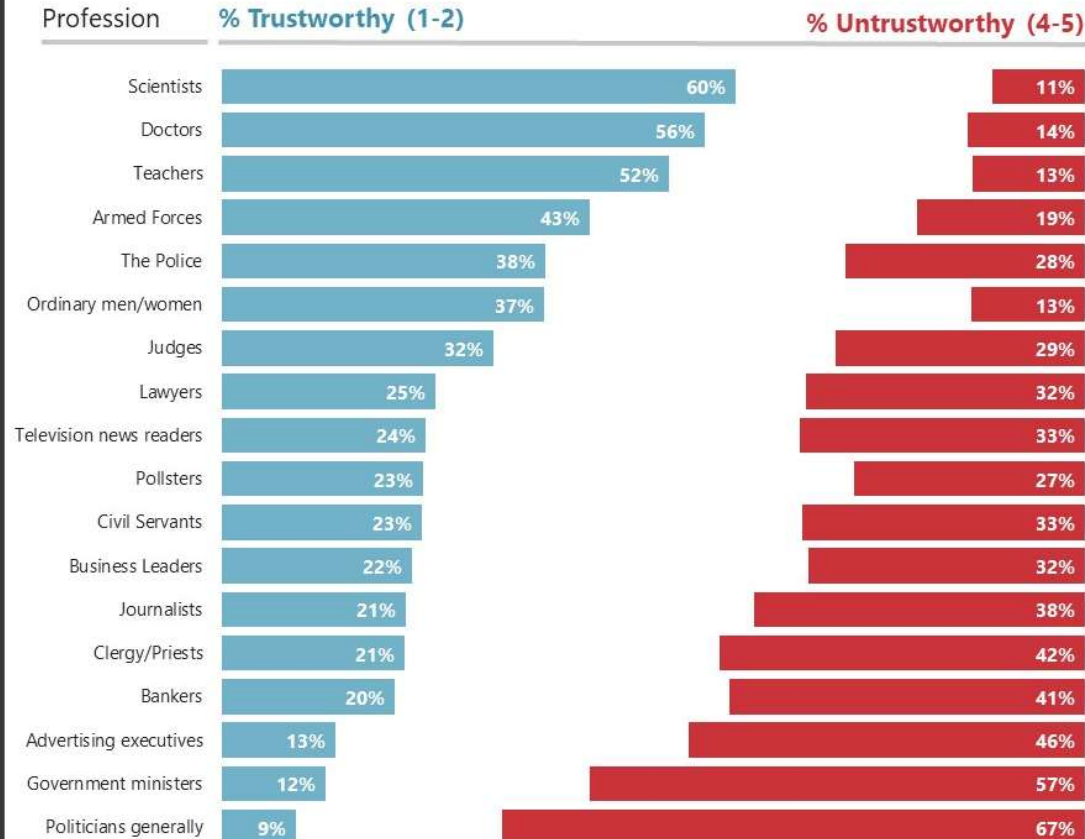
## All countries ranking

Scientists are seen as the most trustworthy profession globally, followed by doctors and teachers.

Politicians and government ministers are the least trustworthy.



Global trust in professions August 2019 | Version 1 | Public



Base: 19,587 online adults aged 16-74 across 23 countries

**Scientists** are the most trustworthy profession in Argentina, Germany, Hungary, Italy, Japan, South Korea, Saudi Arabia, Mexico, Poland, Russia, Sweden and Turkey

**Doctors** are the most trustworthy for citizens of Australia, Belgium, Canada, France, Great Britain, South Africa, Spain and Sweden (where they are tied with scientists)

**Teachers** are the most trustworthy profession for Brazilians and Americans.

- **Indians** see **armed forces members** as the most trustworthy profession.
- **China**: it is the **police**.

Ref: IPSOS, 2019 (www.ipsos.com)

# Responsible Claims: Guidance in FSS Act, 2006

## Section 23 of the Act: Packaging and labelling of foods.

Provided that the labels shall not contain any statement, claim, design or device which is false or misleading in any particular concerning the food products contained in the package or concerning the quantity or the nutritive value implying medicinal or therapeutic claims or in relation to the place of origin of the said food products.

# Responsible Claims: Guidance in A&C Regulations, 2018

- Claims must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend the information provided.
- Claims shall not encourage or condone excess consumption of a particular food.
- Claims shall not state, suggest or imply that a balanced and varied diet cannot provide appropriate quantities of nutrients as required by the body.
- Where the claim benefit is related to or dependent on the method of preparation of the food the same shall be provided on the label.
- Claims shall specify the number of servings of the food per day for the claimed benefit.
- The claim shall be scientifically substantiated by validated methods of characterizing or quantifying the ingredient or substance that is the basis for the claim.
- All disclaimers related to a claim shall be conspicuous and legible.
- Advertisements shall also not undermine the importance of healthy lifestyles.
- Advertisements for food or beverages shall not be promoted or portrayed as a meal replacement unless otherwise specifically permitted as a meal replacement under regulations.

# Generic Guidance on Scientific Substantiation:

- Consider regulatory guidance documents on the submission and substantiation of claims
- Consider the novelty of the food/constituent and the science providing the evidence and if the safety of a food/constituent is systematically addressed
- Ensure pertinent data is captured in substantiation dossiers, whether required by regulatory authorities or as part of self regulatory due diligence framework.
- Look at data protection if scientific substantiation is primarily based on companies' own data
- Ensure that the food/constituent can be sufficiently characterized
- Wording of claims must reflect the scientific evidence.
- Evaluate if regulations require substantiation of a health claim through human efficacy studies.
- Ensure quality of randomized clinical trials through all GCPs
- The proposed conditions of use should reflect the conditions in which the studies used for substantiating the claim were conducted.
- Always summarize the totality of scientific evidence



# Making Claims: Critical Questions

## Effectiveness:

- Will it help the brand / product?

## Credibility:

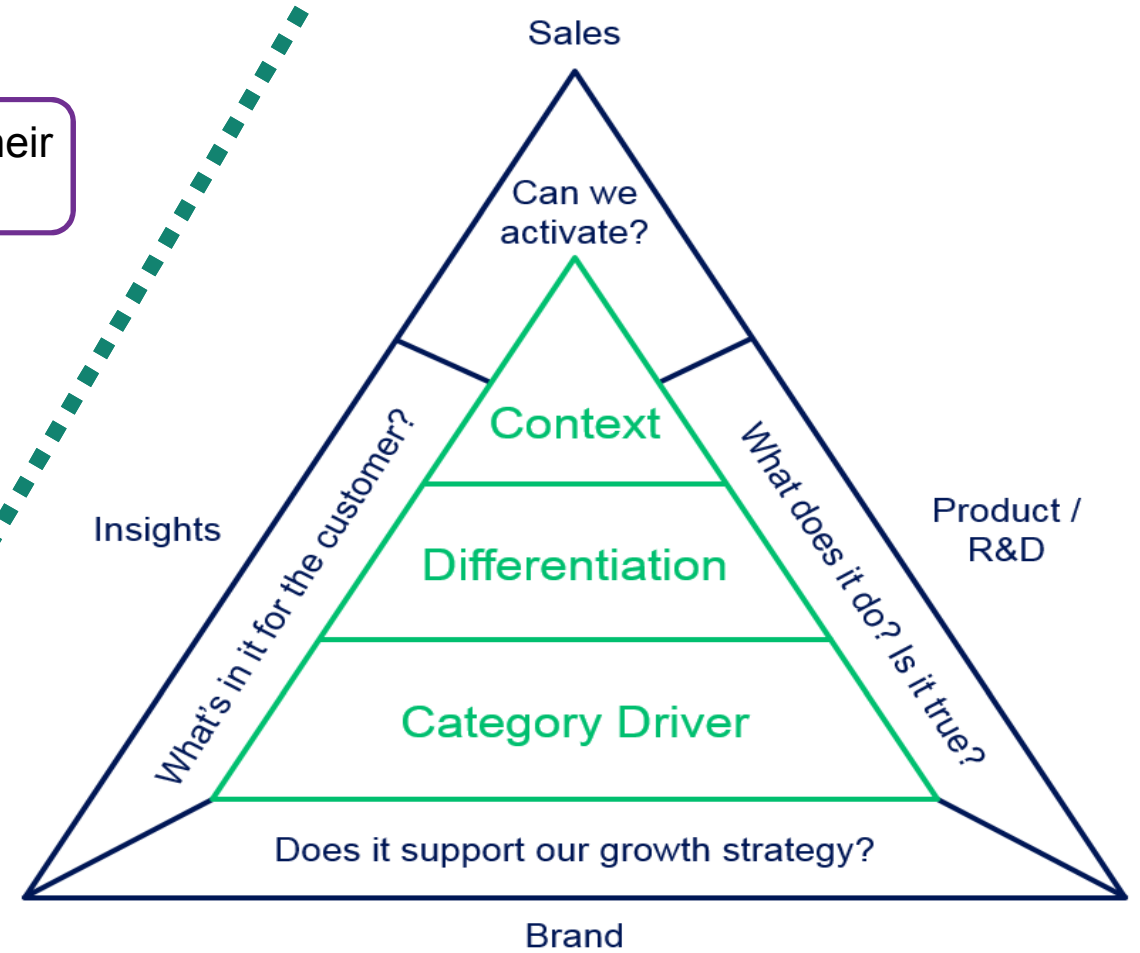
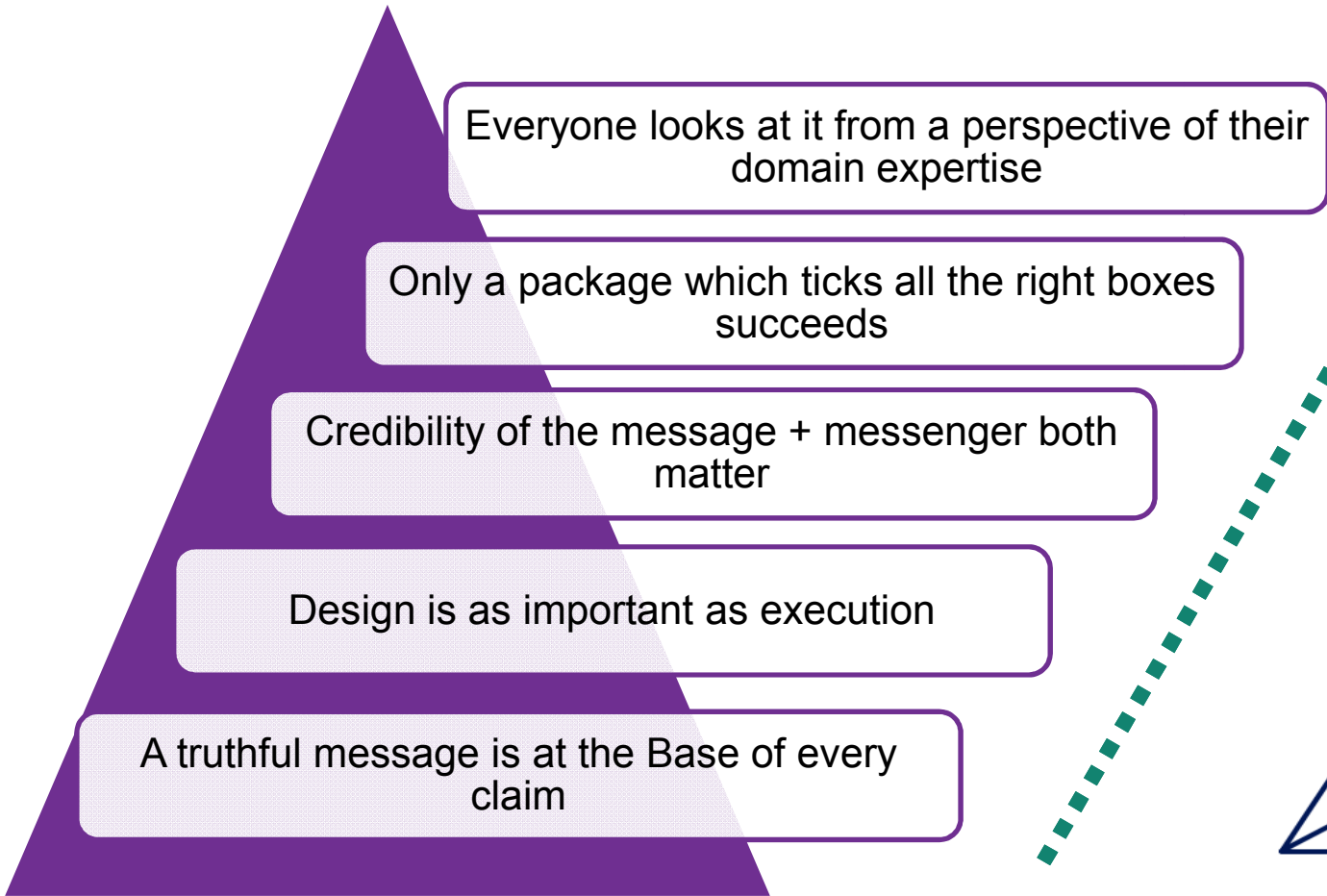
- Are we compliant on explicit + implicit expectation?
- Do we have all requisite pre-market approvals?

## Communication:

- Who is talking to whom?

**Most Important: Engagement with all Stakeholders**

# Claims Strategy:



Source: Jeremy Benhammou, The Clorox Company



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