



## SAFE MARKETING OF FOOD SUPPLEMENTS

### Background

More than 20 years have passed since Directive 2002/46/EC of the European Parliament and of the Council on the approximation of the laws of the Member States relating to food supplements was published on 10 June 2002. Nevertheless, there is still a notable absence of common values for the maximum amounts of vitamins and minerals to be set according to Article 5 of the Directive, as well as a legally sound harmonised basis for the marketing of botanicals. Therefore, the numerous national regulations and recommendations still play an important role in the marketing of food supplements in the EU.

### Strategic evaluation

Although the regulation of maximum amounts has been under discussion at European level for years, along with the question of the botanicals to be used and the ways in which they may be advertised, there are no solutions on the horizon for either issue. If a food supplement is to be marketed in several EU countries, an investigation must therefore be carried out to determine whether the formulation meets the requirements imposed in all target markets or whether adjustments need to be made. Ingredients of plant origin pose a particular challenge in this respect.

### Regulatory affairs

Positive and negative lists established to regulate the handling of herbal ingredients at national level must be observed, for example, at the same time. As the majority of these only define plants and parts of plants, it is often necessary to clarify whether or not the chosen preparation is a novel food. We keep an eye on legal developments and offer you comprehensive advice regarding herbal and non-herbal ingredients, as well as labelling issues (mandatory information, health and nutrition claims, clean labelling).

### Medical affairs

Safety-relevant aspects are also having to be taken into account to an increasing extent in the development and marketing of food supplements containing botanicals. The increasing regulation of plants and ingredients within the framework of Article 8 of Regulation (EC) No. 1925/2006 on the addition of vitamins and minerals and certain other substances to foods requires expert evaluation, as do the activities of EFSA and ECHA, which are relevant to many secondary plant substances as well. You can also count on us at PhytoLab, with our many

years of expertise, to provide assistance in the context of objections on the part of the authorities.

### Analytics

PhytoLab has a broad spectrum of procedures at its disposal for the analysis of vitamins, minerals, trace elements, carotenoids and omega-3 fatty acids, and is playing a leading role when it comes to analysing the increasingly important secondary plant constituents. We also test the microbiological quality and stability of your products on your behalf. In this way, we offer you the best possible means of ensuring that the marketability of your products is assured from a single source.

### Need for action

Do you need independent expertise on food supplements, botanicals or issues relating to the definition of boundaries to other product categories? Or are you looking for a laboratory that can offer you reliable customised solutions for your products, from the analysis of raw materials through to the finished product? If so, you have come to the right place!

Our experts will be happy to advise you.



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