

Food Highlights announces:

Building The Science Behind Health Claims

The Unique, Multidisciplinary European Guide for Industrial Functional Foods Development



Getting the 'science right' and the 'right science' for health claims of European functional foods is a long, costly and difficult process for food companies. Regulators, the press and consumer organisations have developed a critical scrutinising attitude, but no-one can clarify what evidence is needed to underpin the health claim.

It is a complex problem for companies. It requires very special skills in many areas (Science, Legislation, Communication and Product & Business development), many of which are usually not available in-house. There are few experts with the right experience, and thus even finding external support is very difficult.

As leaders in specialised food outsourcing services in Europe, FOODLINK FORUM felt compelled to bring a solution to this problem. For 3 years we have worked together with the best industrial senior experts to put together a very practical reference book for the industrial manager.

The result is this unique independent industrial guide. The authors are key senior managers who served the 2 most important European multinationals (Unilever and Nestlé) and who have sustained experience in functional foods (more than 20 years each). They have been responsible for developing the science to fit commercial and legislative constraints.

This industrial guide explains the underlying procedures and will help you prepare the scientific dossier to withstand external scrutiny from evaluators, competitors, consumer and professional organisations.

The Functional Foods Dossier:

BUILDING SOLID HEALTH CLAIMS

How to prepare the scientific dossier for health claims of European functional foods

PRACTICAL INDUSTRIAL GUIDE

Korver, Kühn, Richardson



Details:

The Functional Foods Dossier: BUILDING SOLID HEALTH CLAIMS

- How to prepare the scientific dossier for health claims of European functional foods -
PRACTICAL INDUSTRIAL GUIDE

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www.FFdossier.net

It covers: **Science** (how to evaluate and use available scientific data and fill gaps for efficacy and safety aspects; the relative value between in-vitro, in-vivo, epidemiological and human intervention studies; prepare for each business step, from lead generation through to post-launch), **Legislation** (Codes of Conduct, the upcoming EU health claim law, EU novel foods legislation), **Communication** (matching wording of the health claim to science), special aspects of functional foods **product and business development**.

Its multidisciplinary approach guides you to find out 'what is required for the substantiation of a health claim' for European functional foods. It serves as an R&D investment coach (discern which scientific studies are useful and which not) and gives many practical tips, examples, recommendations, warnings and FAQ's from industrial experience.

Care has been taken to write it in a very 'understandable' way to help technical, commercial, legal and communication managers alike and from all types of food companies. It is meant to make a definite contribution to the results of the company, not only in improved project quality, but also in resource savings, reducing costly R&D mistakes, improving internal communication as well as finding new leads and developing them successfully. This guide is an indispensable aid in preparing for the coming EU legislation on health claims, because these principles of scientific underpinning are universal. A valuable investment for the company!

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