

INDEPENDENT BOOK REVIEW

**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 O, Kühn MC, Richardson DP
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"That's a brilliant idea! We can put this in our ordinary product and make a functional food with a health claim." "Yes, but have you thought about the difficulties on making health claims? All the regulatory affairs, scientific proof etc., I would stay far away from it."

If you have encountered this situation you may have refrained from putting a functional food on the market and missed a huge opportunity. This is no longer necessary. A very useful guide exist that helps you through all the procedures of building a solid dossier for health claims of European functional foods:

THE FUNCTIONAL FOODS DOSSIER: BUILDING SOLID HEALTH CLAIMS

It is written by experts with large experience in the functional food industry. It covers the maze of functional foods health claims from the product development idea to post-launch monitoring.

Don't be put off by the various introductory chapters, -on market, legislation and business development,- at the start of the book. From chapter six onward, starting with an excellent overview, it guides you very clearly through all the steps you have to take. It is full of practical tips, warnings and explanatory examples. You can find frequently asked questions throughout the book and a list of additional FAQs are added as an appendix. Using this book as a guide you will avoid important pitfalls the authors have encountered, saving time and money.

The first part of the book contains a helpful explanation of terms used in the area of functional foods and the different types of claims. You will even find examples of indispensable contract conditions you need when you outsource some of the work needed to complete your dossier. Sometimes the authors repeat themselves every now and then, and the lay-out could have been better. But these minor remarks are quickly forgotten by the completeness of the information the book contains. Reading it makes you want to launch your company in the functional food business from the start.

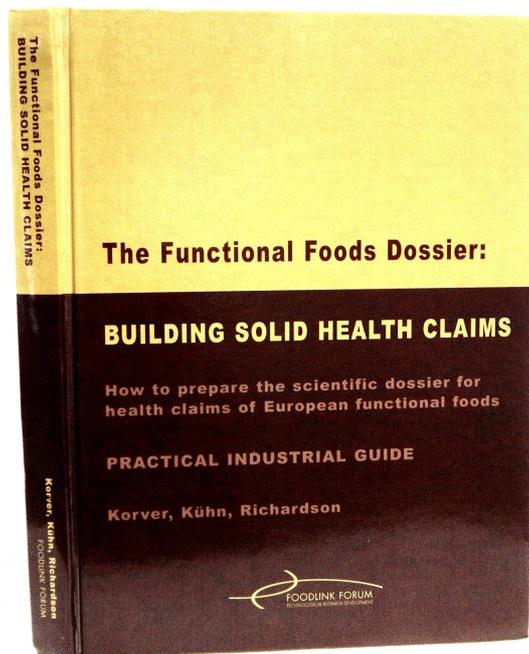
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The authors have well considered the fact that development of a functional food and the deposition of a health claim dossier results in bigger investments than those needed to put a normal food on the market. They therefore give good estimations of for example costs of human intervention trials or animal studies. They have included helpful tips to reduce costs of building solid evidence for your product.

A strong aspect of this book is that it identifies the necessity of collaboration between the different departments within a company. From the start of the idea to the post-launch monitoring it is important that marketing, R&D, sales and regulatory affairs combine their knowledge and work together. The preparation of the scientific dossier is the joint responsibility of each of these departments. The claim to make and thereby the dossier to complete has to be a synergistic effort of all managers involved.

Several appendices are added to the book. They are mandatory for such a guide dealing with complicated EU regulations. The description of the full EU procedures and the valuable list of claims as well as the practical guidelines for functional food product development contains just the detailed information you need to get started. The same accounts for the list of novel foods legislation authorities you need when you also have to go through novel foods procedures. In this respect reference to the novel foods procedure guide (Lyyra M, Jalkanen L, Sarkkinen E. Legislation for novel food products.) would have been useful. Who knows, this may be included in a future edition.

This book arrives at an important moment in the functional food health claim regulation discussion. The EU food law is defined and in the process of being approved. The EU decision making is clearly described in the book and it prepares you for changes to come. Although you sometimes have the feeling that Foodlink Forum is mentioned just a little too often (seemingly to help find a solution for dead-end situations), overall this book is an absolute must for all manufacturers of functional foods and their health ingredient suppliers.



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