

① Background on the Introduction of the "Foods with Function Claims" System Foods Labeled with Certain Nutritional or Health Functions Characteristics of the New System

- Before this system was in place, making function claims on food labels had only been allowed for government-approved Foods for Specified Health Uses (FOSHU) and for Foods with Nutrient Function Claims (FNFC) that comply with the specifications and standards designated by the government. These systems remain in place.
- In addition to these categories, this new type of Foods with Health Claims, called Foods with Function Claims, was introduced in April 2015 in order to make more products available clearly labeled with certain nutritional or health functions and to enable consumers to make more informed choices.

② Characteristics of the System

✓ Food business operators (*1) can make function claims on food labels when they submit to the Secretary-General of the Consumer Affairs Agency necessary information including scientific evidence on food safety and effectiveness in accordance with the rules prescribed by the law before marketing the product.

(*1)Food business operator refers to food importers, food manufacturers, food producers and food retailers.

✓ All food products(*2) including fresh produce are subject to this system.

(*2)Excluding Foods for Special Dietary Uses (including FOSHU), FNFC, alcohol-containing beverages, and food products that may lead to the excessive consumption of fat, cholesterol, sugar (limited to mono- and disaccharides, excluding sugar alcohols), or sodium.

Foods Labeled with Certain Nutritional or Health Functions

These food products are allowed to label the function of food which is that the specified health effects can be achieved (i.e., helpful for maintaining and promoting health) such as "Helps maintain good GI condition" or "Slows fat absorption."

Foods for Specified Health Uses (FOSHU) are scientifically recognized as helpful for maintaining and promoting health and are permitted to bear claims such as "Slows cholesterol absorption." The government evaluates the claimed effects and safety, and the Secretary-General of the Consumer Affairs Agency gives approval for the labelling of each food product that satisfies the requirements.

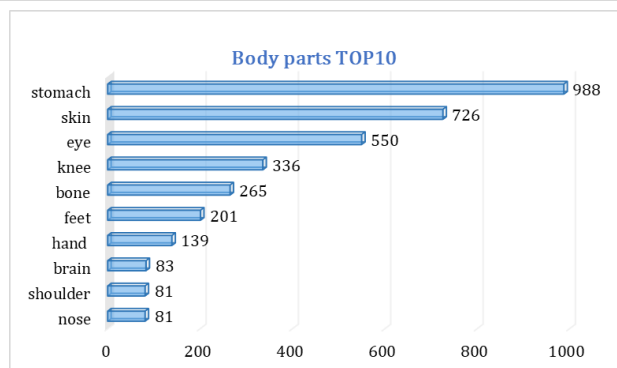
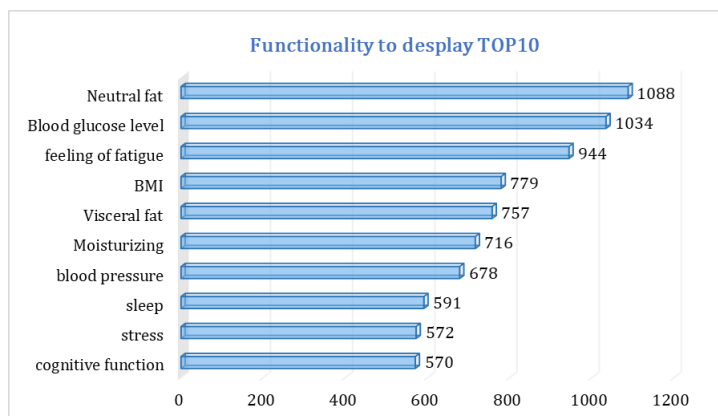
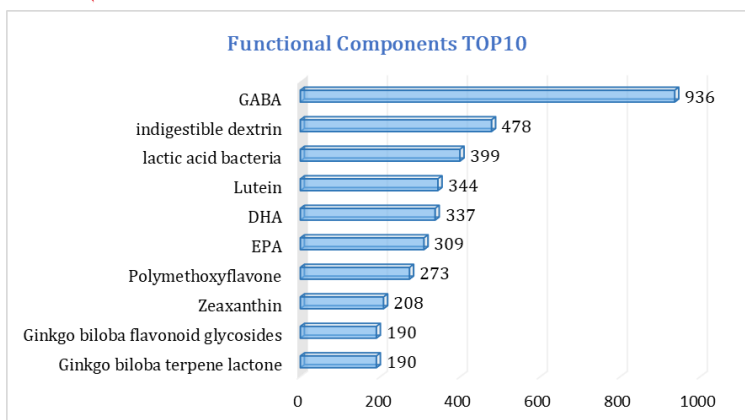
Foods with Nutrient Function Claims (FNFC) can be used to supplement or complement the daily requirement of nutrients (vitamins, minerals, etc.) which tend to be insufficient in everyday diet. Given that the food product contains certain amounts of nutrient whose function has already been substantiated by scientific evidence, it can bear a nutrient function claim prescribed by the Standards without submitting a notification to the government.

Under the food business operator's own responsibility, Foods with Function Claims can be labeled with function claims based on scientific evidence. Information on the evidence supporting the safety and effectiveness of the product are submitted to the Secretary-General of the Consumer Affairs Agency before the product is marketed. However, unlike FOSHU, the product is not individually pre-approved by the Secretary-General of the Consumer Affairs Agency.

(Quote: CAA)



Since the start of 2015, the number of notifications regarding foods with functional claims has increased year by year, and has **already exceeded 7,000**. The scale of the market has grown, and a large number of foods with functional claims are now available on mail-order sites, supermarkets, convenience stores, and drug stores.



Why not exhibit in **Foods with Function Claims developing food products pavilion** at ifia/HFE JAPAN 2024 ?
Please check next page !





**From planning to research and development, clinical trials, manufacturing, and notification of foods with functional claims.
The only specialized exhibition where all problems can be solved at once**

Foods with Function Claims developing food products pavilion

**Date: May 22(Wed), 23(Thu), 24(Fri), 2024
Venue: Tokyo Big Sight, South All Hall**

Call for exhibitors!!

Since the start of the food with function claims system in 2015, the cumulative number of notifications for foods with function claims has exceeded 7,000, and new entrants, including not only food manufacturers but also distributors, wholesalers, and other industries, are increasing, and the number of notifications for foods with function claims is increasing. New products continue to be released and the market is expanding.

On the other hand, rules such as the level of clinical trials and advertising regulations are becoming stricter. This pavilion will accommodate those who handle raw materials for foods with functional claims, those from OEM/ODM companies, those who provide consulting services such as research reviews, those from CRO companies that conduct contract clinical trials, and those who handle raw materials for foods with functional claims. We are currently recruiting exhibitors from companies that handle analysis and evaluation and related equipment.

In addition, at the three-day session related to foods with functional claims, we will hear opinions from industry groups and experts, deepen our knowledge of the food with functional claims system, and have fun with the visitors.

~Advantages of exhibiting~

- ◆ This pavilion, which specializes in foods with functional claims, allows us to target visitors from domestic and overseas companies considering entering the food with functional claims market, as well as those involved in product development and research.
- ◆ We collaborate with Pavilion on pre-features of Weekly Food Chemical Newspaper, Monthly FOOD Style 21, and Monthly Food Chemical, which are published by Food Chemical Newspaper, and provide readers with information on raw materials, technology, and research results of exhibitors. While appealing to the public, we will also attract visitors.

~Excellent organizer-planned seminars will be held every day in the special session venue~

For research on changing systems and markets

- ◆ Functionality display problem
- ◆ Revision of notification guidelines and key points
- ◆ The future role of foods with functional claims
- ◆ The future opened up by foods with functional claims
- ◆ Advertising issues for foods with functional claims

Lectures on the above themes are planned.

For research and development of new functional ingredients

Food ingredients aimed at healthy longevity
Exploration/Analysis/Social Implementation Symposium
Supervised by Self Care Food Council, General Incorporated Association

Solving questions about foods with functional claims

➤ **Setting up a consultation corner**

- ◆ Japan Anti-Aging Association
- ◆ Japan Health and Nutritional Food Association (Public Interest Incorporated Foundation)



Inside the special session venue,
**Free corporate lecture slots
(15 minutes per slot) Available.**

*Audience information is for each session
I will give it to you all together.

Health information magazine "FOODStyle21"
through tie-ups, each company's evidence, technology,
producing and distributing booklets listing services.
Appeal to visitors in an easy-to-understand manner,
We will aim for exposure even after the exhibition period.