

Government of the People's Republic of Bangladesh  
Bangladesh Safe Food Authority  
Draft notification

Date:.....Bangabd/.....A.D.

S. R. O. No .... - Act/2024 – The Bangladesh Food Safety Authority, in line with the power entrusted in section 87 and 43 of the Food Safety Act, 2013 (Act No, 43, of the year 2013) and as per prior approval of the government, made the following regulations, as:-

**1. Title and Commencement.-** (1) These Regulations may be called the Food safety (Advertisement and Claims) Regulations, 2024.

(2) It shall come into force six (6) months after the date of publication in the Gazette.

**2. Definitions.-** (1) Unless there is anything contrary to the subject or context, in these Regulations

(a) "Non-addition claim" means when an ingredient or product is not added directly or indirectly to a food or whose presence in the food is normal and which is normally expected by the consumer;

(b) "Act" means the Food Safety Act, 2013 (Act No. 43 of 2013);

(c) "Authority" means the authority defined in clause (1) of section 2 of the Act;

(d) "Food" means food as defined in clause (3) of section 2 of the Act;

(e) "Food Ingredient" means any material or ingredient, in whatever form, used in the preparation of food, including food-additives, which is present in the final food;

(f) "Food Business Operator" means a food business operator as defined in clause 9 of section 2 of the Act;

(g) "Sugar" means all types of monosaccharides and disaccharides;

(h) 'Claim' means any kind of representation which discloses the salient qualities and facts of a food such as its origin, nutritional value, characteristics, processing, nature of composition, etc. and any kind of representation or description or suggestion, which is related to the said quality, shall also be included;

(i) 'Recommended Daily Allowances-RDA' means the average amount of nutrients present in the daily diet of a healthy person, regardless of gender or age, which will meet his essential nutritional requirements and which is directed as per the standards of Government of Bangladesh or the standard guidelines of Codex Alimentarius.

(j) "Safe food" means safe food as defined in clause 17 of section 2 of the Act;

(k) "Nutrition claim" means any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as presence or absence the of vitamins and minerals.

(l) "Nutrient content claim" means a nutrition claim describing the status of a nutrient present in a food.

(m) "Comparative nutrition claim" means a comparative statement of the nutritional level or energy content of two or more foods;

(n) "Promotion" means any information or misrepresentation by means of which information is disseminated through advertisement for the marketing, sale or distribution of food or equipment for its use;

(o) 'Natural' means food existing in nature or naturally obtained which is not man-made i.e. food is directly available in edible form without any processing;

(p) 'Form' means the form annexed to these Regulations

(q)'Advertisement' means any declaration or representation through notice, circular, envelope, wrapper or any other document in any form of print or electronic media, e-mail, internet or any other medium in writing, printing, sound, image, color or light about food;;

- (r) "Person" means a person as defined in clause 28 of section 2 of the Act;
- (s) 'Label' means any tag, brand, mark, figure, symbol, hallmark, graphic or descriptive instruction readily visible on the packaging of a foodstuff, whether written, printed, sealed or computerized printing by stencil, emboss or indelible ink; Impression is imparted or affixed by means or by applying pressure;
- (t) "Equivalent claim" means a claim equivalent to a food in terms of food quality, nutritional content and other attributes;
- (u) "Schedule" means the Schedule to these Regulations;
- (v) "Health claim" means a statement, suggestion or indication as to the effect of a food or food ingredient on health;

(2) All words or expressions used in these Regulations which are not defined shall carry the same meaning as provided under the act.

**3. Conditions in respect of advertisement.-** (1) In respect of advertisement of food or foodstuff the following general conditions shall be followed, namely:-

- (a) No person shall make misleading or false information or falsely rely on advertising for marketing or sales purposes;
- (b) The language, visuals, images or directions of the advertisement shall not be offensive to religious and political sentiments, non-communal spirit, social, cultural and moral values.
- (c) Advertisements shall not use obscene and indecent words or phrases, quote, dialogues, jingles, etc.;
- (d) Advertisement shall not claim superiority by comparing or denouncing similar food products;
- (e) No advertisement shall be circulated which ridicules any person's physical, mental or financial disability or physical shape or colour, or religion, caste, gender or place of birth;
- (f) The advertisement shall not involve any child in blasphemy, dispute and strife, or use any scene of danger;
- (g) No advertisement shall be displayed which harms the physical, mental, social, cultural and moral values of the child;
- (h) No advertisement shall be promoted by deceptively or cleverly exploiting the natural trust and naivety of the child;
- (i) Any food or foodstuff injurious to human health shall not be advertised;
- (j) The food or foodstuff shall not be promoted without clearly mentioning it in the advertisement as a warning message if it has the effect of causing an allergic or intolerant reaction;  
Explanation: "Allergic or Intolerant Reaction causing food" shall mean those foods or foodstuffs or food products prepared therefrom, which cause an allergic reaction or an intolerant reaction in the body of a sensitive consumer.
- (k) No physician, nutritionist or any expert in food shall appear in food advertisements for promoting a particular brand or food product for commercial purposes;
- (l) The advertisement shall not express or declare any expression "recommended by a physician, nutritionist or any expert in food or equivalent person or institution";
- (m) The product mentioned in the advertisement shall not mention the information about the award received by the manufacturing organization other than the award related to food safety and quality;
- (n) No advertisement shall be presented in such a way as to encourage the consumer to overconsumption of that food;
- (o) No advertisement containing adverse claims against food products marketed by any person shall be promoted;
- (p) Any food product processed or mixed with any other food shall not be claimed as natural food in advertisement;
- (q) No false or misleading information shall be mentioned in advertisements about the source, safety or nutritional quality of food or food products;



(r) Un-registered food or food products shall not be advertised for sale.

(2) In addition to the general conditions mentioned in sub-regulation (1), the following special conditions shall be followed in the case of advertisement of packaged food, imported food or baby food, namely:-

(a) The provisions of latest version of "Labeling of Packaged Food Regulations, 2017" shall be followed in respect of advertisement of packaged processed milk and Packaged food or foodstuff;

(b) No advertisement shall be made for the import, marketing or sale of food products containing excess of the maximum tolerable level of chemical contaminants, toxins and harmful residues as per the latest version of "Food Safety (Chemical Contaminants, Toxins and Harmful Residues) Regulations, 2017";

(c) In the case of advertisement of breast milk substitutes, baby food, commercially prepared infant supplementary food and equipment for their use, the provisions of "Breast milk substitute, infant food, commercially prepared infant supplementary food and equipment for their use (Marketing Control) Act, 2013" shall be followed;

(d) No such words or expressions shall be published or declared in the advertisement of imported food or food articles as to lead the consumer to believe that the imported food is of a higher quality than the food produced in the country.

**4. Conditions for publication of food claims.-** The following conditions shall be followed in the matter of publication of material quality or any other claims of any food or foodstuff, namely:-

(a) Claim information must be true, clear and easy to understand by the consumer;

(b) No claim shall be made which implies that a balanced and varied diet does not ensure the supply of all types of nutrients;

(c) If the benefit of the claim depends on the method of preparation or intended use of the food, the method of preparation or method of use shall also be disclosed in the advertisement;

(d) Trademarks, brand names or fancy names containing adjectives such as 'natural', 'new', 'pure', 'original', 'traditional', 'authentic', 'primitive', 'best' etc. may be used, provided the advertisements and labels are appropriate; The space shall contain a statement of at least 3mm size to the effect that "This is only a brand name or trademark";

(e) Any claims which are misleading to the consumer (eg: 'home made', 'home cooked', etc.) shall not be made;

(f) In case of any religious claim relating to the preparation of food (eg: Halal or any other similar expression) there shall be an approved certificate from the concerned religious authority or authority issuing such certificate.

(g) When a specific nutrient is naturally present or absent in a food in high or low levels, the words 'naturally' or 'naturally' shall be added to the nutrition claim statement before the name of the specific nutrient. Explanation: If a food naturally contains more 'Vitamin A' then the words 'Naturally enriched in Vitamin A' will be added.

**5. Conditions for Nutritional Claims.-** (1) Nutritional claims for food in food advertisements shall be presented as follows: Nutritional claims shall include: (a) Nutrient content claims; (b) comparative nutritional claims;

**(a) Nutrient content claims.-**

(1) Nutrient content claims shall be in accordance with the conditions stated in Table-1 and nutritional claims may be expressed using synonyms as stated in Table-2 or convenient terms shall be used without prejudice to the conditions stated in Table-1;

(2) If a food is to be claimed as salt-free, the conditions mentioned in Table-1 shall be followed, otherwise a food cannot be claimed as salt-free;

(3) When the claimed nutrient is naturally low or absent in a food, the food shall be labeled as a "food (food name) with low (eg: fat, calories, etc.)" or "(eg: fat, calories, etc.) free food ( food name)".

**(b) Comparative Nutrition Claims.-**

(1) Comparative nutrition claims shall be made for same or different types of the similar foods and the compared foods shall be easily identifiable;

(2) In the case of comparative claims, a statement shall be provided regarding the quantitative or qualitative difference in the energy or nutritional content of the food. In the statement-

(a) The difference claimed in comparison shall be expressed in percentage (%), fraction or absolute amount;

(b) The details of the comparison shall be disclosed in such a manner as to be comprehensible to the consumer;

(c) In the case of comparative claims of energy or macronutrients and sodium, the relative difference in the energy or macronutrients and sodium of the food being compared shall be at least 25% (twenty five percent) and the minimum difference shall be equivalent to the 'minimum' or 'source' specified in Table-1 of these Regulations.

(2) In the case of comparative claims of micronutrients other than sodium, the comparison shall be based on at least 10% (ten percent) of the NRV (Nutrient Reference Value) of the compared food.

**6. Claim of non-addition of sugar.-** (1) A claim of non-addition of sugar shall be made in the advertisement or label of foodstuff, if—

(a) Sugar or sugar containing foodstuff (ie: sucrose, glucose, honey, molasses, corn syrup, jam, jelly etc.) is not added in the food;

(b) The amount of sugar present in the food does not exceed naturally occurring sugar as a result of mixing the ingredients in any other way (eg: use of enzymes to hydrolyse starch to release sugars or carbohydrate);

(c) If sugar containing food ingredient is not added to the food but it has the same effect as sugar and usually added to the food as a substitute for sugar (eg non-reconstituted concentrated fruit juice, dry fruit paste, etc.). ;

(2) A statement 'No added sugar' shall be provided on the label of the food or foodstuff in order to claim no added sugar.

(3) If sugar is naturally present in a food, in case of non-added sugar claim, 'naturally containing sugar' and its level shall be mentioned on the label

**7. Claim of non-addition of salt (non-addition of sodium chloride).-** If no salt (sodium chloride) is added to the food, the advertisement shall claim non-addition of salt:

Provided, however, that if any foodstuff containing in salt (sodium chloride) is added to the food, it shall not be claimed to be free of salt, such as:- sauces, pickles, salted fish (salted fish), fish sauce, etc.:

Provided further that no added salt shall be claimed in marine fish or any other marine food unless salt in excess of the natural salt is added to it.

**8. Non-Additive Claims of food additives.-** Non-Additive Claims of food additive as per the latest version of "Use of Food Additives Regulations", shall be made only when the claimed additive-

(a) is not added to said food;

(b) is not present in any food ingredient;

(c) usable in any particular food in accordance with the provisions of the said Regulations; And

(d) to impart equivalent properties to the food unless replaced by other intended additives.

**9. Health claims.-** (1) In order to make a health claim in the advertisement or label of any foodstuff or food ingredients, the following conditions shall be followed, namely:-

(a) The claim for health claim shall be subject to the terms and conditions mentioned in Table-1 to

Table-6:

Provided, however, that the permission of the authority shall be taken in case of any health support claim other than the contents mentioned in Table-1 to Table-6.

(b) Label shall contain a statement on the importance of a healthy lifestyle and the relationship between a balanced and varied diet;

(c) The label shall contain information on the physiological role of nutrients or other components of the food in the human body or an acceptable statement relating to diet and health and the food label shall contain information on the physiological role of nutrients or other components of the food in the human body or an acceptable statement relating to diet and health;

(d) If the claimed benefit of the food is due to the presence of a specified ingredient and contributes to the quality of the daily dietary requirement, the food in question—

(1) Intake in excess shall be advisable if it comes from an appropriate source or is highly enriched in accordance with the conditions set out in Table-1; or

(2) A low intake shall be advisable if it contains a low or reduced content or is devoid of content in accordance with the conditions set out in Table-1;

(e) Claims relating to the amount of nutrients or other ingredients in the food shall be expressed in such language as 'per 100 grams' or '100 ml:' or 'per pack' (single serving pack);

(f) If there is a risk of adverse reaction to the food, the relevant at-risk consumers should be advised to take or avoid the said food;

(g) Warning statements regarding safe levels or amounts for intake or consumption of the food or any of its ingredients, where applicable.

(h) Any nutrition or health claim must be based on up-to-date relevant scientific evidence and the claimed effect must be supported by scientific evidence;

(2) In publishing nutritional claims of edible oils, the Vitamin 'A' Enrichment in Edible Oils Act, 2013 (Act No. 65 of 2013) shall be followed in addition to the instructions given in Table-4.

(3) If the conditions mentioned in Table-3 are not followed, the claim 'will not reduce the risk of disease' shall be added.

(4) A food may be claimed as artificially enriched with a particular nutrient by following the conditions set out in Table-5.

(5) No food shall be described as "healthy" or presented in such a way as to give a wrong message that the food ensures good health.

(6) No food shall be described as a healthy or balanced food based on one or more ingredients of the food or shall be described in a manner that misrepresents it as part of a healthy or balanced diet

**10. Prohibited Claims.-** The following claims relating to food shall be considered as Prohibited Claims, namely:-

(a) Claims that any food is suitable for use in the prevention, mitigation, treatment or cure of any disease, disorder or special physical condition, except in accordance with any other rule, regulation made under law or the guidelines of the Codex Alimentarius;

(b) Claims, on the wrapper or label of a packaged food, that the food is "approved, recommended or approved for medical purposes by a physician, nutritionist or any specialist in food;

(c) Claims as 'added nutrients' if any nutrients are lost or removed during food processing and subsequently re-added to the food as compensation;

(d) Any claim to be a special food or special medical use except in accordance with any other rule or regulation made under law;

(e) Claims that create any doubt, suspicion or fear in the mind of the consumer as to the safety of the same or identical food;

- (f) Health claim to a food if the amount of nutrients or other ingredients present in the food increases the risk of disease or poses a risk to health;
- (g) Adverse claims by any food trader against food marketed by another food business operator for promotion of his own product;
- (h) Claims that a balanced and varied diet cannot ensure sufficient supply of all nutrients;
- (j) Any claim that cannot be substantiated.

Explanation:-'Codex Alimentarius' means the Integrated Alimentary Code containing standards, code of practice, guidelines and other recommendations on food, food production and food safety established or recognized by the Codex Alimentarius Commission constituted by the Food and Agriculture Organization of the United Nations and the World Health Organization;

**11. Reduction of Disease Risk Claims**— which refers to claims that state, suggest or imply that consumption of such foods or food constituents, in the context of total diet, reduce the risk of developing a disease or health related condition.

Explanation. - “reduction of disease risk” means significantly altering major risk factors, for a disease or health related condition as diseases have multiple risk factors and altering one of these risk factors may or may not have a beneficial effect and the presentation of risk reduction claim must ensure, that consumers do not interpret them as prevention claims.

Examples:

A healthful diet low in nutrient or substance ‘N’ may reduce the risk of disease D. Food X is low in nutrient or substance ‘N’;

A healthful diet rich in nutrient or substance ‘A’ may reduce the risk of disease D. Food X is rich/high in nutrient or substance ‘A’;

**12. Procedure for approving health claims or disease risk reduction claims.**- (1) In order to make health claims or disease risk reduction claims, an application form shall be submitted to the authorities in accordance with Form-A.

(2) The authority itself or through an agency or expert panel may initially scrutinize the application.

(3) After such verification under sub-regulation (2), the applicant shall be informed in written about the defective application within 30 (thirty) days from the date of receipt of the application and the applicant shall furnish the information required by the authority within 30 (thirty) days of receipt of the notice. .

(4) If the applicant fails to furnish the information required by the authority under sub-regulation (3), the application shall be rejected.

(5) The Authority may, after sufficient examination, approve or reject the claim applied for or direct the amendment of the claim concerned.

(6) The approval, rejection or amendment of the claim under sub-regulation (5) shall be notified in written to the applicant within 90 (ninety) days from the date of receipt of the application.

(7) A person aggrieved by an order of rectification or rejection under sub-regulation (5) may apply to the authority for reconsideration within 30 (thirty) days of receipt of such order and the same shall be disposed of within the next 30 (thirty) days and intimated to the applicant in written.

(8) If the claim applied under sub-regulation (4) or sub-regulation (5) is rejected, the applicant shall not advertise the claim in any form of advertisement of the proposed food.

**13. Redressal of complaints regarding advertisement.**- (1) The Authority may take appropriate action in respect of complaints regarding false or misleading advertisement and may dispose of such advertisement itself or through an agency or expert panel.

(2) The authority or the appointed agency or the expert panel may direct the concerned food business operator to provide necessary information regarding the disputed advertisement.

(3) The food business operator concerned shall be bound to provide the required information within 30 days of receiving the direction under sub-regulation (2).

(4) After verifying the information received, the officer nominated by the authority shall settle the

complaint within 90 (ninety) days of receiving the complaint.

(5) The Authority may, where applicable, after scrutinizing the advertisement complained of, direct the amendment of the advertisement and the concerned food business operator shall amend the advertisement within 45 (forty five) days of receipt of such direction.

(6) If the concerned food business operator fails to make corrections as per the instructions of the authority, the advertisement shall not be circulated.

**14. Penalty for violation of these Regulations.-** Violation of any provision of these Regulations shall be deemed to be a violation of Sections 41 and 42 of the Act and shall be punishable in accordance with the provisions of Sections 58, 59 or 60 of the Act.

**15. Shut down and rectification of advertisement.-** If any advertisement is published in violation of these regulations, the authority shall direct the concerned food business operator or advertiser to immediately stop the advertisement and within the next 30 (thirty) days may provide revised advertising campaign instructions to eliminate the negative effects of the advertisement in the same medium in which the advertisement was published.

**16. Publication of English translation:-** (1) After the coming into force of these Regulations the Authority may, if necessary, by notification in the Official Gazette with the prior approval of the Government, publish a reliable English translation of these Regulations:

(2) In case of conflict between the Bengali text and the English text, the Bengali text shall prevail.



Table-1  
 [Sub-regulation (1) of regulation 5, sub-regulation (2) (c), of regulation 9  
 Sub-regulation (1) (a), sub-regulation (d)(b), Note]  
 Nutritional requirements  
 Bangladesh Food Safety Authority

| Sequence | Nutrients/Ingredients                | Claim          | Condition   |
|----------|--------------------------------------|----------------|---|
| 1        | Energy/Calorie                       | (Low)          | Not more than 40 kilocalories per 100 grams of hard or solid food and<br>Not more than 20 kilocalories per 100 ml of liquid food.   |
|          |                                      | Free or absent | Not more than 4 kilocalories per 100 ml of liquid food.   |
| 2        | (Fat)                                | (Low)          | For every 100 grams of solid or solid food, fat is not more than 3 grams and<br>Not more than 1.5 grams of fat per 100 ml: liquid diet.   |
|          |                                      | (Free)         | Not more than 0.5 g of fat per 100 g of solid or solid or per 100 ml of liquid food.  |
| 3        | (Cholesterol)                        | (Low)          | Cholesterol 20 mg per 100 grams of solid food and saturated fat less than 1.5 grams per 100 ml of liquid food Cholesterol 10 mg per 100 grams and saturated fat maximum 0.75 g and the maximum energy availability from saturated fat is 10%.                                   |
|          |                                      | (Free)         | Cholesterol maximum 05 mg per 100 grams of solid or solid or liquid food. Also, per 100 grams of solid food, saturated fat is less than 1.5 grams and per 100 ml of liquid food is less than 0.75 grams, and the availability of energy from saturated fat is the highest. 10%. |
| 4        | (Saturated fat)                      | (Low)          | 1.5 g of saturated fat per 100 g of solid food and 0.75 g of saturated fat per 100 ml of liquid food. In both cases, the availability of energy from saturated fat cannot be more than 10%.   |
|          |                                      | (Free)         | Per 100 grams of solid or solid or per 100 ml of liquid food, saturated fat should not exceed 0.1 grams.  |
| 5        | (Unsaturated fat)                    | (High)         | At least 70% of the product's fatty acids are derived from saturated fat with the condition that unsaturated fat provides more than 20% of the product's energy.  |
| 6        | (Trans fat)                          | (Free)         | Per 100g or 100ml 0.2g of trans-fat in food.  |
| 7        | Mono- Unsaturated Fatty Acids (MUFA) | (High in MUFA) | Only when at least 45% of the product's total fatty acids come from mono-unsaturated fat, and only when mono-unsaturated fat can provide more than 20% of the product's energy. .   |
| 8        | Poly-unsaturated fatty acids (PUFA)  | (High in PUFA) | Made only when at least 45% of the product's total fatty acids come from poly-unsaturated fat   |



|    |                                |                   |  |
|----|--------------------------------|-------------------|--|
|    |                                |                   | and only when poly-unsaturated fat can provide more than 20% of the product's energy. .  |
| 9  | (Omega 3 fatty acids)          | (Source)          | At least 0.3 grams of alpha-linolenic acid per 100 grams or 100 kilocalories of food, or; At least 40 mg of eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) per 100 g or 100 kcal.  |
|    |                                | (High)            | At least 0.6 grams of alpha-linolenic acid per 100 grams or 100 kilocalories of food, or; At least 80 mg of eicosapentaenoic acid per 100 g or 100 kcal of food<br>Acid (eicosapentaenoic acid, EPA) and docosahexaenoic acid (docosahexaenoic acid, DHA). |
| 10 | (Sugar)                        | (Low)             | 05 g per 100 g of solid food or 2.5 g of sugar per 100 ml liquid food.   |
|    |                                | (Free)            | No more than 0.5 g of sugar per 100 g of solid food or 100 ml of liquid food.  |
| 11 | (Protein)                      | (Source)          | 10% of the RDA per 100g of solid food, 5% of the RDA per 100ml for liquid food, 5% of the RDA per 100kcal from meat.   |
|    |                                | (Rich/ High)      | 20% of the RDA per 100 g of solid food, 100% of the RDA per 100 ml of liquid food, 10% of the RDA per 100 kilocalories from non-vegetarian food.   |
| 12 | [Vitamin(s) and/or Mineral(s)] | (Source)          | At least 15% of the Daily Dietary Requirement (RDA) per 100 g of solid food or at least 7.5% of the vitamin or mineral in 100 ml liquid food.  |
|    |                                | (High)            | At least 30% of the Daily Dietary Requirement (RDA) per 100g of solid food or at least 15% of the vitamin or mineral in 100ml L of liquid food.  |
| 13 | (Sodium)                       | (Low)             | No more than 0.12 g of sodium per 100 g of solid food or 100 ml of liquid food.  |
|    |                                | (very low)        | No more than 0.04 g of sodium per 100 g of solid or 100 ml of liquid food.   |
|    |                                | Sodium free       | No more than 0.005 g of sodium per 100 g of solid or 100 ml of liquid food.  |
| 14 | (Dietary Fibre)                | (Source)          | At least 3 grams for every 100 grams of claimed food,<br>At least 1.5 grams per 100 kcal or 100 ml.  |
|    |                                | high or low level | At least 6 grams per 100 grams of claimed food, 03 grams for every 100 kilo calories.  |
| 15 | (Probiotics)                   | (Source)          | Recommended serving size per day is $\leq 10^8$ CFU (Colony Forming Unit) of probiotics.   |
| 16 | Glycemic Index (GI)            | Low               | GI* value below 55.<br>The GI of a food indicates the rate at which a food's carbohydrates are broken down into  |

|    |           |       |   |
|----|-----------|-------|---|
|    |           |       | glucose and absorbed into the blood by the intestines, and is expressed as a percentage of the reaction that would occur if the same amount of a standard food, such as white bread, was eaten. |
| 17 | (Lactose) | Free) | The amount of lactose (Lactose) in food is not more than 0.1%.  |
| 18 | (Gluten)  | Free) | The amount of gluten in food is not more than 20 mg per kg.   |



Table-2  
 [Sub-regulation (1) of regulation 5, sub-regulation (1) (a) of regulation 9 note]  
 Synonyms used to express claims  
 Bangladesh Food Safety Authority

| free/absent  | (Low)  | (Reduced/<br>Less)               | (High)   | (Source)                 |
|--|--|----------------------------------|--|--------------------------|
| (Zero), (No),<br>(Without),<br>(Negligible Source) | (Little),<br>(Few (For<br>Calories),<br>(Contains A<br>Small Amount<br>Of),<br><br>(Low Source Of)<br>(Lite) | (Lower (Fewer)<br>(For Calories) | (Higher),<br>(Increased), (More),<br>(Rich),<br>(Enhanced) | (Provides)<br>(Contains) |

Table-3  
[Sub-regulation (1) (a) of regulation 9, sub-regulation (3) of regulation 9 note]  
Health claims  
Bangladesh Food Safety Authority

| SL. No | (Nutrient/Food-Health Relationship)                        | (Conditions for claim)  | (Statement of Claim)  |
|--------|--|---|---|
| 1      | (Calcium or Calcium and Vitamin-D and osteoporosis)        | <ul style="list-style-type: none"> <li>• All foods that are a good source of calcium or calcium and vitamin-D.</li> <li>• Statements on the benefits of the presence of such nutrients in foods in the daily dietary requirements.</li> </ul>   | Adequate daily intake of calcium or calcium and vitamin D in the daily diet throughout life strengthens bones and reduces the risk of osteoporosis. |
| 2      | (Sodium and Hypertension)                                  | <ul style="list-style-type: none"> <li>• When in food, low (0.12 g) sodium (0.12 g per 100 g or 100 ml:).</li> <li>• Food labels shall contain a statement on the benefits of low sodium levels.</li> </ul>   | The presence of low-sodium foods in the daily diet controls the risk of high blood pressure.  |
| 3      | (Dietary saturated fat and blood cholesterol level)        | <ul style="list-style-type: none"> <li>• If the diet is low in saturated fat.</li> <li>• This shall include a statement on the benefits of low fat intake, saturated fat and exercise.</li> </ul>   | The presence of low saturated fat in the diet keeps blood cholesterol levels normal.  |
| 4      | (Potassium and risk of high blood Pressure)                | <p>When the food:</p> <ul style="list-style-type: none"> <li>• Rich in potassium and</li> <li>• Low in sodium, too</li> <li>• Contains low levels of fat and saturated fat.</li> </ul>  | The presence of foods rich in potassium but low in sodium, fat and saturated fat in the daily diet controls the risk of high blood pressure.        |
| 5      | (Alpha – linolenic acid (ALA) and blood cholesterol level) | <ul style="list-style-type: none"> <li>• Every 100 grams or 100 ml: or 100 kilo calories of food should contain at least 1 gram of omega-3 fatty acids.</li> <li>• The daily diet shall contain a statement about the benefits of taking 02 grams of Alpha-linolenic acid (ALA) daily.</li> </ul> | Alpha-linolenic acid (ALA) keeps blood cholesterol levels normal.   |
| 6      | (Soluble Dietary Fibre and lipid Profile)                  | <ul style="list-style-type: none"> <li>• The presence of soluble dietary fiber is found in foods made from oats, barley, millet</li> </ul>  | The presence of soluble dietary fiber in food normalizes the lipid profile.   |

|   |  |  |  |
|---|--|--|--|
|   |  | <p>etc. or their mixture.</p> <ul style="list-style-type: none"> <li>• At least 1 gram of Soluble Dietary Fiber per meal.</li> <li>• The daily food list should contain a statement about the benefits of consuming 03 grams of Soluble Dietary Fiber daily.</li> </ul>  |  |
| 7 | (Phytosterol or stanol and lipid profile)      | <p>Foods containing phytosterol or stanol.</p> <p>At least 1 gram of plant sterols or stanols per meal.</p> <ul style="list-style-type: none"> <li>• The daily food list should contain a statement about the benefits of taking 03 grams of plant sterols or stanols daily.</li> </ul>  | Food containing plant sterols or stanols maximum 03 grams daily in the daily diet increases lipid profile. |
| 8 | (Beta-glucans oats, barley) and blood glucose) | <ul style="list-style-type: none"> <li>• When on foods containing oats and/or barley</li> </ul> <p>At least 0.4 grams of beta-glucan is available for every 30 grams of carbohydrates.</p> <ul style="list-style-type: none"> <li>• A statement on the benefits of beta-glucans should be included in the daily diet.</li> </ul> | Beta-glucans present in oats or barley as food help in reducing the rate of rise in blood glucose.         |

Table-4  
[Sub-regulation (1) (a) of regulation 9, sub-regulation (2) of regulation 9 note]  
Claims related to edible oil  
Bangladesh Food Safety Authority

| Sl. No | Edible Oil     | Claim  |
|--------|----------------|--|
| 1      | Coconut Oil    | <ul style="list-style-type: none"> <li>• Rich in easily metabolized medium chain fatty acids.</li> </ul>   |
| 2      |                | <ul style="list-style-type: none"> <li>• Rich in omega-6 poly-unsaturated fatty acids (Omega-6 PUFA, linolenic acid) and omega-3 poly-unsaturated fatty acids (Omega-3 PUFA, Alpha linolenic acid) in proper proportion.</li> <li>• Linolenic acid is an essential fatty acid that helps maintain normal blood cholesterol levels;</li> <li>• Alpha linolenic acid is an essential fatty acid that helps maintain normal blood cholesterol levels;</li> <li>• Rich in tocopherols which are natural antioxidants.</li> </ul> |
| 3      |                | <ul style="list-style-type: none"> <li>• Rich in omega-3 poly-unsaturated fatty acids;</li> <li>• Alpha linolenic acid is an essential fatty acid that helps maintain normal blood cholesterol levels;</li> <li>• Rich in tocopherols which are natural antioxidants.</li> </ul>   |
| 4      | Cottonseed oil | <ul style="list-style-type: none"> <li>• Rich in omega-6 polyunsaturated fatty acids (omega-6, linoleic acid);</li> <li>• Linoleic acid is an essential fatty acid that helps maintain normal blood cholesterol levels;</li> <li>• Rich in tocopherols which are natural antioxidants.</li> </ul>  |
| 5      | Peanut oil     | <ul style="list-style-type: none"> <li>• Rich in mono-unsaturated fatty acids and omega-6 poly-unsaturated fatty acids that help lower blood cholesterol levels;</li> <li>• Rich in tocopherols which are natural antioxidants.</li> <li>• Rich in omega-3 polyunsaturated fatty acids (omega-3, alpha-linolenic acid);</li> <li>• Alpha linolenic acid is an essential fatty acid that helps to maintain normal cholesterol levels in the blood.</li> </ul>   |
| 6      | Linseed oil    | <ul style="list-style-type: none"> <li>• Rich in omega-3 polyunsaturated fatty acids (omega-3, alpha-linolenic acid);</li> <li>• Alpha linolenic acid is an essential fatty acid that helps to maintain normal cholesterol levels in the blood.</li> </ul>   |
| 7      | Cornwell       | <ul style="list-style-type: none"> <li>• Rich in omega-6 polyunsaturated fatty acids (omega-6, linolenic acid)</li> <li>• Linolenic acid is an essential fatty acid that helps maintain normal cholesterol levels in the blood.</li> </ul>   |



|    |                 |   |
|----|-----------------|---|
| 8  | Olive oil       | <ul style="list-style-type: none"> <li>• Rich in mono-unsaturated fatty acids which help to maintain normal blood cholesterol levels.</li> <li>• Rich in polyphenols which are natural antioxidants.</li> </ul>   |
| 9  | Safflower oil   | <ul style="list-style-type: none"> <li>• Rich in omega-6 poly-unsaturated fatty acids (omega-6, linolenic acid).</li> <li>• Linolenic acid is an essential fatty acid that helps maintain normal cholesterol levels in the blood.</li> </ul>  |
| 10 | Palm kernel oil | <ul style="list-style-type: none"> <li>• Contains easily metabolized medium chain fatty acids</li> </ul>  |
| 11 | Rice bran oil   | <ul style="list-style-type: none"> <li>• Monounsaturated fatty acids, omega-6 polyunsaturated fatty acids that help lower cholesterol levels;</li> <li>• Rich in oryzanol, tocotrienols and tocopherols which are natural antioxidants.</li> </ul>  |
| 12 | Palmoline oil   | <ul style="list-style-type: none"> <li>• Rich in tocopherols and tocotrienols which are natural antioxidants.</li> </ul>  |
| 13 | Sesame Oil      | <ul style="list-style-type: none"> <li>• Proportional amount of mono-unsaturated fatty acids (oleic acid), omega-6 poly-unsaturated fatty acids (omega-6 and linolenic acid) that help lower cholesterol levels.</li> <li>• Rich in lignans which are natural antioxidants.</li> <li>• Rich in tocopherols which are natural antioxidants.</li> </ul> |
| 14 | Sunflower Oil   | <ul style="list-style-type: none"> <li>• Rich in omega-6 poly-unsaturated fatty acids;</li> <li>• Linolenic acid is an essential fatty acid that helps maintain normal blood cholesterol levels;</li> <li>• Rich in tocopherols which are natural antioxidants.</li> </ul>  |

Table-5  
 [Sub-regulation (1) (a) of regulation 9, sub-regulation (5) of regulation 9 note]  
 Health claims of fortified food  
 Bangladesh Food Safety Authority

| SL. No | Nutrition             | Claims  |
|--------|-----------------------|---|
| 1      | (Vitamin A)           | (Vitamin A) helps cure night blindness.   |
| 2      | (Vitamin D)           | (Vitamin D) helps in strengthening bones.   |
| 3      | (Vitamin B12)         | (Vitamin B12) helps to maintain normal nervous system and blood production in the body.     |
| 4      | (Folate & Folic acid) | Folate & Folic acid are important for fetal development and blood production and formation. |
| 5      | (Iron)                | Iron prevents anemia.   |
| 6      | (Iodine)              | Iodine is required for normal body growth, thyroid and brain function.                      |
| 7      | (Zinc)                | Zinc increases the body's immune system.  |
| 8      | (Thiamine)            | Thiamine (Thiamine) is required for the normal functioning of the body's nerves and heart.  |
| 9      | (Riboflavin)          | Riboflavin helps to convert food into energy.   |
| 10     | (Niacin)              | Niacin helps to convert food into energy.   |
| 11     | Pyridoxine)           | Pyridoxine helps to convert food into energy.   |

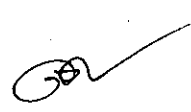




Table-6

[Note sub-regulation (d) of regulation 4, sub-regulation (1) (a) of regulation 9]

The use of certain words Related

Bangladesh Food Safety Authority

Subject to the conditions mentioned in column-2, the word or words mentioned in column-1 shall be used in the advertisement or label of the food.

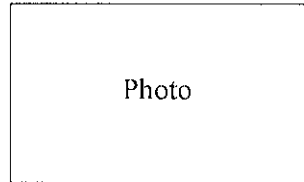
|    | Column-1  | Column-2   |
|----|-----------|--|
| 1. | (Natural) | <p>The term 'natural' shall have the following meanings, namely;</p> <p>a) A single food obtained from a recognized source such as plant, animal, micro-organism or mineral and to which nothing has been added and processed in such a way as to be fit for human consumption only, such as:</p> <p>(1) Cooking or cooking processes without the use of chemicals such as: frying, blanching, drying, physical purification, etc.;</p> <p>(2) Freezing, concentration, sterilization, pasteurization, fermentation;</p> <p>(3) Packaging free of chemicals and preservatives.</p> <p>(b) Approved food additives obtained by physical processing from superior natural sources;</p> <p>(c) Food prepared from more than one ingredient or compound food cannot be called 'natural'; However, if the ingredients conform to the instructions given in 'A' or 'B' then the words 'prepared from natural ingredients' shall be used.</p> |
| 2  | (Fresh)   | <p>(a) The term 'Fresh' shall be used only when the food has not been processed by any means other than washing, peeling, chilling, trimming or shredding or it has been processed for safe consumption in such a way that its essential characteristics remain unchanged. However, if such processing is intended to increase the shelf-life of the product, the word 'fresh' shall not be used.</p> <p>(b) The term 'fresh' or 'fresh' shall not have any meaning other than to describe the present condition of the product. The terms 'freshly packed' or 'freshly stored' shall not be used if food additives are added to a food or any method is adopted in the packaging or storage or supply chain to keep the food fresh. Provided that in the case of frozen food the word 'fresh' shall be used if the product is frozen fresh.</p>   |
| 3  | (Pure)    | <p>(a) The term 'pure' shall be used only to describe food containing an ingredient to which no other ingredient has been added and which is free from avoidable contamination or the level of which is unavoidable contamination in accordance with the latest version of 'Food Safety (Chemical Contaminants, Toxins and Harmful Residues) Regulations, 2017' or any other criteria provided under the Safe Food Act, 2013 or the rules and regulations made thereunder.</p> <p>(b) Mixed or compound food shall never be directly described as pure but shall be described as 'prepared from pure ingredients'.</p>   |

|   |                                  |   |
|---|----------------------------------|---|
| 4 | (Authentic, Real, Best, Genuine) | These words may be used only when the label or advertisement clearly states the claimed overall physical quality of the food and provides justification for the use of the word.  |
| 5 | (Traditional)                    | The term 'traditional' can be used to describe a recipe or original preparation or processing method of a food that has existed unaltered for generations (thirty years).   |
| 6 | (Original)                       | (a) The term 'primitive' shall be used only to describe a food which has been made in a formulation, the source of which has been traced and which has remained unchanged over time. It can be used to describe a process rather than just a principal component. Provided, however, that it is recognized as the first and unchanged process used in food preparation. |

Form-A

[Note sub-regulation (1) of regulation 12]

Application for approval of claims to be published in food advertisements under the Food Safety (Advertisement and Claims) Regulations, 2024.



Photo

1. Name of Applicant  
(Individual/Company/Organization/  
Name of Food Trader):

2. Address of Applicant  
(Individual/Company/Association/Address of Food Trader):

3. Address of applicant's food production unit (including  
mobile, email, fax, telephone etc.):

4. TIN Number:

5. NID Number:

6. The following information should be added:

7. What shall be claimed:

8. Name of the food ingredient, nutrient or substance on which the claim is to be made:

9. A valid method of analysis for the substance or substance to be claimed:

10. Scientific data, data or materials in support of claims:

11. The following documents should be attached with the application form:

- (a) Copies of well-planned scientific test reports conducted by or under research institutes established by or under research institutes recognized by the Government in respect of health claims;
- (b) invoice copy of the fee paid;
- (c) any other necessary information (if any).

| Type of Business (Tick):    |  |
|-----------------------------|--|
| (a) Processed food          |  |
| (b) Cottage industrial food |  |
| (c) Milk and milk products  |  |
| (d) Meat or meat products   |  |
| (e) Water or potable food   |  |
| (f) Import factors          |  |
| (g) Reprocessors            |  |
| (h) Plant foods             |  |
| (j) Others                  |  |

Applicant's name and signature  
Seal and date.

By order of the Bangladesh Food Safety Authority  
Md. Abdul Kayowm Sarker  
Chairman.