

Claim Substantiation Food Labelling & Advertising

Intertek's scientific team of nutritionists and regulatory experts has experience in the substantiation of claims made in the labelling or advertising of foods. Let us help you navigate through the complex regulatory environments for claims.



Claims can strengthen your product's image and permit you to have a competitive marketing advantage in countries around the world. Claims used in the labelling and advertising of foods must be in compliance with scientific and regulatory requirements.

Your challenge

The scientific standard for the substantiation of claims is high. Intertek Assuris can review the scientific studies in support of your claims to ensure they are on par with the expectations of the various regulatory bodies.

The successful substantiation of a claim is dependent on many factors, including the methodological quality of the supporting studies and the validity and the relevance of the outcome measures (biomarkers) to the claimed effect.

Our solutions

Intertek Assuris offers the expertise necessary to provide reliable advice regarding claims.

Our services include:

- Conducting systematic, evidence-based reviews of the totality of scientific evidence to determine whether your proposed claim is substantiated;
- Conducting meta-analyses to determine, quantitatively, the degree of health benefit imparted by a food/food constituent;

- Provision of recommendations for the collection of appropriate data should the current scientific evidence be inadequate to support the claim;
- Compilation and oversight of submissions made to regulatory bodies; and
- Preparation and submission of manuscripts related to claim substantiation.

The Intertek advantage

Intertek's scientific & regulatory consultants have been successfully delivering expert advice for over 30 years. Our dedicated team of scientists have a thorough knowledge of the scientific and regulatory requirements for claim substantiation in several jurisdictions, including Australia/New Zealand, Canada, Europe, Japan, Korea, and the United States. With our assistance, you can rest-assured that your claims will meet the expectations laid down by regulatory bodies.

Intertek is a leading Total Quality Assurance provider to industries worldwide.

Our network of more than 1,000 laboratories and offices in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains.

Intertek is a purpose-led company to Bring Quality, Safety and Sustainability to Life. We provide 24/7 mission-critical quality assurance solutions to our clients to ensure that they can operate with well-functioning supply chains in each of their operations. Our Customer Promise is: Intertek Total Quality Assurance expertise, delivered consistently, with precision, pace and passion, enabling our customers to power ahead safely.

Total Quality. Assured.

For more information:

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