

## **9. CLAIMS MADE IN THE LABELING, PRESENTATION OR ADVERTISING OF FLAVOURINGS**

### **9.1 Introduction**

Flavour manufacturers shall not make misleading statements when promoting their products.

- 9.1.1 Specifically, flavour manufacturers shall abstain from making any claim by way of statement or representation with a view to promoting the sale of a flavouring which implies or suggests that it possesses particular characteristics relating to its nature, properties, composition, quantity, durability, origin or provenance, method of manufacture or production which is untrue or misleading or which, when such a claim relates to a measurable or objective characteristic, cannot be substantiated.
- 9.1.2 The flavour industry enjoys greater than 100 years of success in working through our associations to fund a strong scientific program to support the safety of our industry's products. Any claims that attempt to malign competitive products or differentiate products based on safety should be discouraged as this practice would suggest that our products are not, in fact, safe.
- 9.1.3 Any claim indicating the absence or the low concentration of substances that are of toxicological concern, or contaminants already subject to quantitative limits or otherwise proscribed in this Code or in relevant governmental regulations, is not covered by the present recommendation.