



NUTRITION AND HEALTH CLAIMS: SOY RELATED CLAIMS

EU health claims legislation

The European Parliament and Council regulation on nutrition and health claims of 20 December 2006 (regulation EC/1924/2006) introduces a derogation providing for the use of "reduction of disease risk claims" (article 14). Moreover it introduces health claims with respect to the role of a nutrient or other substance in growth, development and the functions of the body (Article 13.1.a).

EUVEPRO actively contributed to set up the CIAA list of health claims falling in the scope of Article 13 which was finalised in the summer of 2007. EUVEPRO introduced several claims related to the well-known and documented benefits of soy and soy proteins on the human body.

Soy related claims

A separate paper on the reduction of total and LDL cholesterol and heart health may be found on our website.

Other soy related claims are specific to the menopause and bone health.

Food as source of protein

Foods being a "source of protein" (incl. vegetable proteins) may also bear some specific claims. A "source of protein" claim means that at least 12% of the energy value of the food is provided by protein (Annex I of Regulation 1924/2006). "High protein" means that protein contributes at least 20% of the energy value of the food.



Concrete examples of wording

Concretely, in the future, consumers might see more frequently the following wordings on food packages containing soy:

Soy claims in relation to heart health

- the inclusion of at least 25g soy protein per day as part of a diet low in saturated fat promotes heart health and helps reduce blood cholesterol.
- soy offers specific vascular benefits;
- soy helps keep the arteries healthy and helps keep a healthy heart;
- soy helps protect the body tissues and cells from oxidative damage.

Soy isoflavones claims in relation to menopause

- Helps to maintain a calm and comfortable menopause/helps women coping with the telltale signs associated with menopause, such as hot flushes, sweating, restlessness and irritability

Soy isoflavones claims in relation to bone health

- Maintenance of healthy bones / (natural) / support to bone health / contributes to the maintenance of normal bone strength in post-menopausal women

General protein claims:

- proteins provide energy to the body;
- protein is essential for normal growth and development;
- proteins help to build and maintain a strong body;
- essential amino acids are needed for maintenance of muscles;
- protein supports body functions;
- proteins are needed to transport other nutrients around the body.

General protein claim on bone health

- protein contributes to the bone health;
- protein has beneficial effects on bone health.

Protein and satiety / weight management (only high protein)

- foods / meals/ diets rich in protein help you feel fuller for longer to help manage your weight;
- protein promotes satiety.

These examples of wording are taken from the CIAA list.

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