

DRAFT AMENDMENT OF REGULATION 18, FOOD REGULATIONS 1985
(Matter forbidden on any label)

Malaysia proposes to amend Regulation 18, Food Regulations 1985 to prescribe the prohibition of the following claims:

- i) Claims that provide testimonial, endorsement or representative of opinion or preference
- ii) Claims with written, pictorial or other descriptive matter that include any false, ambiguous, misleading, deceptive statement/claim, word, brand, picture, or mark purporting to indicate the nature, stability, quantity, strength, purity, composition, weight, origin, age, effects, or proportion of the food or any ingredients thereof.

“Endorsement” in this draft regulation refers to an official endorsement or approval by the relevant authorities which include statement, images or logo. It does not include endorsement by the influential individuals including professional, chef, athlete or celebrity with the following conditions:

- i) It does not affect the Malaysian Dietary Guidelines
- ii) It does not contradict with the regulation on nutrient content claim, nutrient comparative claims and nutrient function claim in the Food Regulations 1985.

The proposed amendments are as below:

1) Regulation 18 (6)

No label which described any food shall include any claim –

- i) which provide feature testimonial, endorsements or representatives of opinion or preference;

Endorsement by the relevant authorities responsible for such endorsement shall be presumed that the food is in compliance with the requirement established by the relevant authorities in respect of that endorsement.

2) Regulation 18(6A)

No written, pictorial or other descriptive matter appearing on or attached to, or supplied or displayed with any food shall include any false, ambiguous, misleading, deceptive statement/claim, word, brand, picture, or mark purporting to indicate the nature, stability, quantity, strength, purity, composition, weight, origin, age, effects, or proportion of the food or any ingredients thereof.