

## PRESS RELEASE

**EAS to hold second workshop on nutrition and health claims due to demand**

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International regulatory and policy experts at EAS Strategic Advice will hold a second workshop in August on nutrition and health claims in Latin America following demand to help functional food companies successfully navigate these regulations when launching products in the region.

The Workshop, titled 'Nutrition and Health Claims: How to build a successful regulatory strategy for marketing food supplements and functional foods across Latin America', will take place in Buenos Aires on 21 August.

It will highlight key regulatory trends in the region and important elements companies must take on account for the development of marketing strategies for access to top emerging markets in the region.

EAS experts David Pineda Ereño and Clara Giudice will explain how global regulatory trends for claims impact the business in the region; identify harmonization in the region and highlight regulatory opportunities for greater product success, and explain the rules on claims at national levels for the top five Latin American food supplement and functional food markets.

The workshop is limited to a small group to ensure maximum benefit for participants.

*"The aim of this event is to help companies identify regulatory opportunities and avoid common pitfalls when launching products that bear health claims in key markets in the region," said EAS Regional Director David Pineda Ereño. "Currently, the harmonization is limited to certain fields, and many of the key markets are currently revising or developing regulation in this area. Our workshop aims to help companies plan for the business impact of these regulations and clearly understand the rules to ensure a successful product launch in their desired markets."*

For more information about the Workshop or to register visit [www.eas-americalatina.com](http://www.eas-americalatina.com) or contact Yesica Acha, email: [yesicaacha@eas-americalatina.com](mailto:yesicaacha@eas-americalatina.com) or tel: +54 11 524 584 95.

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*Notes to Editors:*

1. EAS provides strategic advice on international regulation and policy.
2. *EAS also advises governments, trade associations and companies on the impact of global policy.*
3. *EAS has offices in Argentina, Belgium, Italy, Russia and Singapore.*
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