

PRESS RELEASE

EAS to hold nutrition and health claims workshop for functional food companies

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International regulatory and policy consultancy EAS Strategic Advice will hold a workshop in Buenos Aires on 25 June to help functional food companies successfully navigate Latin America's nutrition and health claims regulations.

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 highlight regulatory trends for nutrition and health claims across Latin America and focus on the key elements companies must be aware of when planning region-wide marketing strategies to access the top emerging markets in the region.

At the event EAS experts David Pineda Ereño and Clara Giudice will explain the business impact in the region of global regulatory trends for claims; clarify the harmonised claims regulations in the region and highlight regulatory opportunities for greater product success; and detail the national health claims rules for the top five Latin American food supplement and functional food markets.

The aim of this workshop is to help companies plan for the business impact of one of the biggest emerging regulatory issues in the region and across the globe – health claims,” said EAS Regional Director David Pineda Ereño. “Key markets in the region are revising or developing regulation in this area, and the significance of the potential business impact is clear when we look at how health claims regulations have changed the market place for companies in other parts of the world.”

Clara Giudice, EAS Regulatory Affairs Manager, added: “In Latin America there is no region-wide harmonisation. Therefore we aim to help companies identify the regulatory opportunities and avoid common pitfalls when launching products that bear health claims in key markets.”

For more information about the workshop visit www.eas-americalatina.com or contact Yesica Acha, email: 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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