

1. FOOD AND CHILDREN-RELATED GUIDANCE

Nutrient Profiling

The Food: HFSS Nutrient Profiling Advice Online article <https://www.asa.org.uk/advice-online/food-hfss-nutrient-profiling.html> introduces nutrient profiling. This identifies products that may not be directed at children. Full details and guidance on how the model works are available from the Department of Health website: <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

1. CAP's Children: Food Advice Online article provides an overview of all the key requirements for marketing to children: <https://www.asa.org.uk/advice-online/children-food.html>
2. This Advice online article, Food: HFSS Overview, provides an introduction to the requirements of the CAP Code on HFSS advertising to children: <https://www.asa.org.uk/advice-online/food-hfss-overview.html>
3. CAP has also produced an HFSS Toolkit: <https://www.asa.org.uk/news/hfss-toolkit.html>
4. CAP's regulatory statement, CAP Consultation: food and soft drink advertising to children, details the outcome of the 2016 consultation that resulted in CAP introducing dedicated restrictions on HFSS product advertising in the non-broadcast media: <https://www.asa.org.uk/resource/food-and-soft-drink-advertising-to-children-consultation.html>
5. Guidance on identifying brand advertising that has the effect of promoting an HFSS product – this is a key part of both CAP and BCAP's HFSS restrictions. It helps advertisers and broadcasters to identify brand ads (as opposed to product ads) that are likely have the effect of promoting an HFSS product: <https://www.asa.org.uk/resource/hfss-product-ads-and-brand-ads-identification.html>
6. This Advice Online article, Food: HFSS Product and Brand Advertising, provides a summary of the guidance: <https://www.asa.org.uk/advice-online/food-hfss-product-and-brand-advertising.html>

Channel

7. CAP's advertising guidance, Media placement restrictions: protecting children and young people, provides an outline of the steps advertisers of age restricted products should follow when making placement decisions in difference non-broadcast media: <https://www.asa.org.uk/resource/Guidance-on-media-placement-restrictions.html>
8. CAP has also produced dedicated guidance on social media advertising - Children & age-restricted ads online: <https://www.asa.org.uk/resource/children-age-restricted-ads-online.html>
9. This Advice Online article, Food: HFSS Media Placement, provides a summary of the advertising guidances as they relate to food and drinks products: <https://www.asa.org.uk/advice-online/food-hfss-media-placement.html>

2. GENERAL CONSUMER FOOD LAW-RELATED GUIDANCE

Guidance from the European Commission and the Department of Health

10. Guidance On the Implementation of Regulation 1924/2006 On Nutrition and Health Claims Made On Foods: https://ec.europa.eu/food/sites/food/files/safety/docs/labelling_nutrition_claim_reg-2006-124_guidance_en.pdf
11. Department of Health: Nutrition and health claims Guidance to compliance with Regulation (EC) 1924/2006 on nutrition and health claims made on foods:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/204320/Nutrition_and_health_claims_guidance_November_2011.pdf

12. General principles on flexibility of wording for health claims:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/217005/health-claims-flexibility-of-wording-principles-UK-19-Dec-2012.pdf

CAP Guidance

13. Food: Health and nutrition overview introduces the various requirements for advertising including nutrition and health claims: <https://www.asa.org.uk/advice-online/food-overview.html>
14. CAP guidance on the main areas covered by the NNHCR can be found in the following Advice Online Articles:
Food - Health claims: <https://www.asa.org.uk/advice-online/food-health-claims.html>
Food - General health claims: <https://www.asa.org.uk/advice-online/food-general-health-claims.html>
Food - Reduction of disease risk claims: <https://www.asa.org.uk/advice-online/food-reduction-of-disease-risk-claims.html>
Food - Nutrition claims: <https://www.asa.org.uk/advice-online/food-nutrition-claims.html>
Food - Comparative claims: <https://www.asa.org.uk/advice-online/food-comparative-claims.html>
15. CAP also has a variety of Advice Online articles outlining the position on different types of claims for food and drink products:
Food - Functional foods: <https://www.asa.org.uk/advice-online/food-functional-foods.html>
Food - Probiotic claims: <https://www.asa.org.uk/advice-online/food-probiotic-claims.html>
Food - Antioxidant claims: <https://www.asa.org.uk/advice-online/food-antioxidant-claims.html>
Food - 5 A DAY claims: <https://www.asa.org.uk/advice-online/food-5-a-day-claims.html>
Food - Cholesterol claims: <https://www.asa.org.uk/advice-online/food-cholesterol-claims.html>
Weight control - Food and Food Supplements: <https://www.asa.org.uk/advice-online/weight-control-food-and-food-supplements.html>
16. CAP's Advice Online article on Anti-ageing: Food, supplements and pills outlines the various requirements as they relate to these types of product:
<https://www.asa.org.uk/advice-online/anti-ageing-food-supplements-and-pills.html>
17. CAP's Advice Online article on Organic foods outlines the various requirements as they relate to these types of product: <https://www.asa.org.uk/advice-online/organic-foods.html>

Clearcast: <https://www.clearcast.co.uk/about/>

Clearcast's Notes of Guidance provide interpretation/ help on particular topics such as flavours and energy claims:
http://htmltopdfapi.com/querybuilder/api.php?url=http%3A%2F%2Fkb.clearcast.co.uk%2Fwiki%2F49%2Ffood-supplements-and-associated-health-or-nutrition-claims&orientation=portrait&grayscale=false&outline=false&page_width=210&page_height=297&margin