

Full title of law or regulation Rules on advertising of Weight Loss products (*Règles en matière de publicité relative aux produits pour maigrir*)

http://www.jep.be/sites/default/files/rule_recommandation/produits_pour_maigrir.pdf

Title of relevant section All of the rules are shown here; this is a non-binding translation. Only the original French/Dutch apply

Clauses JEP is attentive to the problem of advertising for slimming products.

When dealing with complaints or requests for prior opinion (copy advice), JEP applies the following regulations in particular:

- European Regulation 1924/2006 of 20 December 2006 on nutrition and health claims relating to foodstuffs
 - Food Supplements are considered to be foodstuffs.
 - This Regulation applies to nutrition and health claims made in commercial communications.
 - Nutrition and health claims must always be based on generally accepted scientific data
 - Health claims referring to the pace or extent of weight loss, as well as claims referring to recommendations of a doctor or healthcare professional are prohibited.
- Legislation on medicinal products ([Law of 25 March 1964 on medicinal products](#) and [Royal Decree of 7 April 1995 on information and publicity concerning medicinal products for human use](#)).

.....