

From: @yahoo.com.hk>
To: "claims_consultation@fehd.gov.hk" <claims_consultation@fehd.gov.hk>
Date: 03/04/2015 17:06
Subject: Comments on Proposed Regulatory Framework on Nutrition and Health Claims by SHPHK
(Apr 2015)

Dear Sir,

Please find attached file with the captioned for your necessary action.

Regards,

William CHUI
President,
The Society of Hospital Pharmacists of Hong Kong



Comments on Proposed Regulatory Framework on Nutrition and Health Claims on Infant Formula.docx



Comments on Proposed Regulatory Framework on Nutrition and Health Claims on Infant Formula, Follow up Formula, and Prepackaged Foods for Infants and Young Children Under the Age of 36 months in Hong Kong (Jan. 2015)

3rd April 2015

The Society of Hospital Pharmacists of Hong Kong (SHPHK) strongly supports breastfeeding. SHPHK supports the regulatory framework proposed by the Government to enhance the regulatory of nutrition and health claims on formula products and Infants and Young Children (IYC) under the age of 36 months in Hong Kong. We also supports the proposed five overarching principles which govern the scope of the regulatory framework. The five overarching principles are:

1. Nutrition claims should be prohibited in infant formula
2. Reduction of disease risk claims should be prohibited in formula products and IYC foods
3. Nutrition claims and nutrient function claims should be permitted in IYC foods
4. Nutrients or constituents permitted to be the subjects of claims should be of high importance to the health of infants and young children
5. Nutrition and health claims should meet specific content conditions and health claims should be scientifically substantiated and have undergone credible evaluation process

Moreover, the Government should advise the healthcare professionals, esp. private family doctors, to refuse any remuneration or advantages offered by the manufacturers of the formula and the prepackaged foods for infants and the young children respectively.

Educational campaign should be launched to promote breastfeeding to the public.

The Government should collaborate with the community pharmacists (family pharmacists) to educate mothers for breastfeeding.