

# INTRODUCTION TO FOOD SUPPLEMENT ADVERTISING

## Programme

Start Time 10.00am

### Morning Session

- Overview of the Food Supplements Regulatory Framework  
Rachel Di Leva, Food Supplements Technical Manager, PAGB  
Including: Relevant Food Supplements Legislation  
Key Organisations
- Introduction to the Regulatory Control of Food Supplement Advertising  
Lucy Rochford, Advertising Services Manager, PAGB  
Including: Nutrition and Health Claims Regulation  
Food Labelling Regulations

### COFFEE BREAK

- Self-Regulatory Control of Food Supplement Advertising  
Lucy Rochford, Advertising Services Manager, PAGB  
Including: The CAP Code  
BCAP TV Advertising Standards Code  
BCAP Radio Advertising Standards Code

### LUNCH

### Afternoon Session

- Health Claims versus Medicinal Claims  
Lucy Rochford, Advertising Services Manager, PAGB  
Including: Medicinal Claims  
Health Claims  
Tonic Claims  
The role of MHRA's Borderlines Unit
- Introduction to Food Supplements Labelling  
Rachel Di Leva, Food Supplements Technical Manager, PAGB  
Including: Mandatory Labelling Requirements

Close approximately 4pm