

# Food Supplement Advertising Workshop

## PROGRAMME

**Facilitators: Lucy Rochford, Head of Copy Clearance and TC, Food Supplements Technical Manager**

The workshop will start at 10.00am

### Morning Session

- **Overview of the Food Supplements Regulatory Framework**  
Including: Relevant Food Supplements Legislation and Key Organisations
- **Introduction to the Regulatory Control of Food Supplement Advertising**  
Including: Nutrition and Health Claims Regulation and Food Labelling Regulations



### Coffee Break

- **Health Claims versus Medicinal Claims**  
Including: Medicinal Claims, Health Claims, Tonic Claims and the role of MHRA's Borderlines Unit

### Lunch Break

### Afternoon Session

- **Self-Regulatory Control of Food Supplement Advertising**  
Including: The CAP Code, UK Code of Broadcast Advertising and PAGB's approval procedures
- **Introduction to Food Supplements Labelling**  
Including: Mandatory Labelling Requirements

Close approximately 3.30pm