

## JAPAN: Update on CAA activity and supplement regulation

Since last November, an advisory committee (Kentoukai) to the Japanese Consumer Affairs Agency (CAA) has met 11 times to discuss:

- how to address problems with claims and the labeling of functional foods as well as dietary/food supplements
- the role of claims and the labelling system of Food for Special Dietary Uses (FOSDU), such as Foods for Specified Health Uses (FOSHU), under the Health Promotion Law
- the role of claims and labelling standards and implementation for the proper labelling of dietary/food supplements.

The Kentoukai urged the CAA to:

- bring transparency to the approval process of health functional claims on FOSHU labeling
- present a framework that recognizes the need for proper studies to evaluate claims
- set standards for evaluating and integrating the scope of information to be published
- establish new standards for FOSHU products
- collect new scientific knowledge which emerges after regulatory approvals
- require industry to adjust approved health and functional food claims as new scientific information emerges so that consumers can understand the physiologic benefits affecting health
- improve claims to include the target populations and period of intake
- create a guideline on FOSHU advertisements (e.g., to request to change advertisements which exceed allowed claims)

Issues requiring 'further consideration included'

- enhancing enforcement of the Health Promotion Act, the Food Sanitation Law and the Act against Unjustifiable Premiums and Misleading Representations, by aligning/consolidating these acts
- reviewing the system on functional claims of foods, as well as considering the role of the integrated law system on food labelling and claims
- developing a system to provide consultation for consumers
- training specialists (so-called supplement advisers to guide consumers, and develop a system to collect and provide information.

Source: AIFN