

Health Canada Guidance on 'Prebiotic' Claims

Health Canada is currently considering the labelling of prebiotics in foods. It is concerned that the use of the term "prebiotic" in itself constitutes an implied health claim, as do related descriptions, such as "stimulate the growth of friendly intestinal microflora" or "promotes healthy/beneficial bacteria in the large intestine".

Health Canada's draft guidance on the issue would mean that manufacturers using prebiotic ingredients, such as inulin or oligosaccharides, would have to conform to three specific criteria in labelling and advertising in order to use the term:

- Where "a specific and measurable health benefit can be demonstrated in humans", and is accompanied by a statement detailing the health benefit.
- Where a change in gut bacterial composition can be demonstrated in humans.
- Where the health benefit detailed in advertising or on-pack can be attributed to the change demonstrated in gut bacterial composition or activities.

Source: IADSA