



## **Self - Regulation Guidelines on Advertising of Foods & Beverages directed at Children under 13 years of age**

### **Preamble**

Children's choice of diet (food and beverages) and level of physical activity, can impact their general health and well being. It can have a positive influence by encouraging a healthy, well balanced diet, sound eating habits and appropriate physical activity. Caution and care therefore should be observed in advertising of Foods & Beverages especially ones containing relatively high Fat, Sugar and Salt.

### **Guidelines**

- 1) Advertisements should not mislead consumers to believe that consumption of product advertised will result directly in personal changes in intelligence, physical ability or exceptional recognition. Such claims if made in advertisements should be supported with adequate scientific substantiation. All nutritional and health benefit claims in foods & beverage advertisements are required to be substantiated scientifically.
- 2) Unless a food product has been nutritionally designed as a meal replacement, it should not be portrayed as such.
- 3) Messages in advertising to children will portray accurately the products, in a way that is in keeping with their ability to understand
- 4) Advertisements should not show over consumption of Foods & Beverages. It should reflect moderation in consumption and portion sizes appropriate to occasion or situation. Advertising of promotional offers on Food & Beverage products should also not show excessive consumption
- 5) Advertisements should not undermine the role of parental care and guidance in ensuring proper food choices are made by Children
- 6) Visual presentation of foods and beverages in advertisement should not mislead the consumers of the material characteristics of the products advertised.

**Chairman, Board of Governors, ASCI**

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