

# EU LEGISLATION AFFECTING NATURAL HEALTH

The Alliance for Natural Health International:  
Helping consumers, companies, and practitioners  
to thrive despite the regulatory threats imposed by Brussels

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## WILL NATURAL HEALTH IN EUROPE SURVIVE THE ONSLAUGHT?

Disproportionate, poorly thought-through and discriminatory legislation emanating from the Brussels bureaucracy represents the single greatest threat to the ongoing expansion of natural health in the European Union.

But it is you, the consumer, as well as companies and practitioners in the diverse fields of natural health, that hold the key to minimising the damage wrought on our ability to manage our health naturally. There has never been a more important time for you to let your elected representatives, both in the European Parliament and your own national parliament, know just how you feel.

EU base directives and regulations of particular concern are as follows:

### ✓ **Food Supplements Directive (2002/46/EC)**

After restricting vitamin and mineral ingredients in food supplements as of January 2010, the next step is the harmonisation of maximum dosages across the EU. It is vital that valid scientific methods are used to inform the approach—and ANH is at the forefront of both critiquing the flawed methods under consideration as well as proposing new ways forward.

### ✓ **Traditional Herbal Medicinal Products Directive (2004/24/EC)**

Hailed as a 'godsend' for herbal medicine when it passed into law in 2004, ANH was always concerned about the directive's discriminatory effects. To help non-European traditions such as Ayurveda and traditional Chinese medicine, the ANH is now preparing to bring a judicial review of the directive.

### ✓ **Nutrition and Health Claims Regulation (No 1924/2006)**

This regulation bans all claims over a food's benefit, in any medium, unless the relationship has been approved by the European Food Safety Authority using an exceedingly onerous threshold of proof. The Regulation and its implementation need a complete overhaul.

### ✓ **Novel Food Regulation (No 258/97)**

Originally intended to protect consumers from high risk genetically modified foods (now regulated separately), this regulation forces the onerous novel food regime on any food or ingredients that hasn't been consumed to a significant degree in the EU before May 1997, when the regulation came into force. It unfairly 'catches' botanicals that have had limited use in the EU, and hinders innovation.

### ✓ **Human Medicinal Products Directive (Directive 2001/83/EC)**

This directive can make any food, food supplement or cosmetic a drug at a regulator's discretion. Is this fair? We don't think so.



*Promoting natural, biocompatible and sustainable health throughout Europe using good science and good law*

### For more information

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The Alliance for Natural Health (ANH) has been at the forefront of pushing for a more fitting regulatory framework for natural health.



ANH Directors outside the Royal Courts in London

We don't get into backroom deals that benefit some and compromise others. But where we are left with no other options—and the desire for change among stakeholders and consumers is there—ANH has shown its leadership by challenging unfair laws in the courts.

We've done this in the EU, having brought a challenge against the EU Food Supplements Directive to the European Court of Justice via the High Court in London (2003-5). We are presently involved in 3 cases against the Food & Drug Administration (FDA) in the USA. Back in Europe, we are in the midst of preparing a new challenge to help stimulate reform of the EU herbals directive.