

# WHY YOU NEED TO INFORM YOUR MEMBER OF THE EUROPEAN PARLIAMENT TO VOTE AGAINST THE HEALTH CLAIMS LIST



**How will you make healthy choices if the EU bans the information that helps you understand what you are eating and drinking?**

**Protect the wellbeing of future generations by writing to your MEP.** A majority vote in the European Parliament against this ban remains the only way to stop it from becoming EU law.

Find out more at: <http://anh-europe.org/health-claims-veto-2012> or take a leaflet. Follow the call to action and protect consumer rights to information.

You have a fundamental right to the information that will help you to understand what you are eating and drinking; to give you the ability to make informed choices; and ultimately, to have control over your own health and wellbeing.

**DON'T LET THE EU TAKE THIS AWAY FROM YOU!**

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alliance for  
**natural health**  
INTERNATIONAL

## **GET INVOLVED IN THE CAMPAIGN NOW!**

**Unless something is done, most of the information telling us the difference between healthy foods and junk foods will become illegal in the EU! Only a mass citizens' protest to the European Parliament can stop this!**

Do you care about being able to make informed choices for yourself and members of your family over what foods and drinks you buy? If so, we urge you to support our campaign to block the health claims proposal!

### **There are six main aims of this campaign pack:**

1. To give you, as a European citizen, six reasons why you should write to your Member(s) of the European Parliament (MEPs), telling them why it is so important to vote against the existing health claims proposal that is currently going through the European Parliament (**pages 3 - 4**)
2. To help you find your MEPs' contact details so you can write to them (**download via link on page 4**)
3. To provide template letters in three languages - English, German and French - to help you write your letter (**download via link on page 4**)
4. To urge you to share this information with as many friends and relatives that live in the EU as possible. This is vital, because we need a majority of MEPs in the European Parliament to vote against the health claims proposal in order to block it.
5. To point you to downloads of posters and other information that can be used in the campaign to block the health claims proposal (**download via link on page 4**)
6. To give you some background on Alliance for Natural Health International (**page 5**).

### **For more information, please contact:**

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email: [info@anh-europe.org](mailto:info@anh-europe.org) tel +44 (0)1306 646 600  
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## **REASONS WHY PROPOSED HEALTH CLAIMS LIST IS NOT IN THE INTEREST OF EUROPEAN CITIZENS AND CONSUMERS**

- 1. Millions will be prevented from taking control of their health through diet and lifestyle.**

The public needs information about the health benefits of foods in order to make informed choices relating to diet and lifestyle. Severe, chronic diseases like cancer, heart disease, obesity and diabetes are recognised by international health authorities and scientists as being caused largely by inappropriate diets and lifestyles. A lack of information will increase the risks of these diseases.

- 2. Future generations will be affected even more than on the current generation, which already understands the links between diet and lifestyle, and health and wellbeing.**

Many of us have learned about the health benefits of foods, herbs and natural health products because the companies making or selling the products have been allowed to tell us about those benefits. If this health claims proposal goes through, future generations will not have this advantage. As a result, they will find it much harder to make healthy food choices, and will understand less about how specific foods or ingredients can support optimum health.

- 3. The drastic reduction of health information in the marketplace will discriminate against less well-off groups wanting the best for their families.**

The population groups that will be most severely affected will be the poorest and least educated – those with less time available or lacking the knowledge needed to make appropriate food choices. These groups currently suffer most from diet- and lifestyle-related diseases, and require the most support from overstretched healthcare systems. In an age when obesity-related diseases are rampant, it is very worrying that foods and food ingredients will display so little information that can help support weight loss.

- 4. Large corporations will be the primary beneficiaries.**

Only the large food corporations have enough money to perform the

human clinical (intervention) studies needed to show that consuming a food or food ingredient is definitely linked to a specific health benefit. This relationship must be shown in healthy people for a health claim to be allowed. These kinds of studies were designed for pharmaceutical products (i.e. drugs), but are less relevant and appropriate for the foods and nutrients that humans have evolved with over thousands of years.

**5. Freedom of speech and fundamental rights will be reduced.**

The inability of food or food supplement producers to communicate freely to the public, and to refer to published scientific studies in support of the health benefits of their products, reduces commercial free speech. While it is right that misleading claims are banned, the vast majority of health claims that the health claims proposal will remove are not actually misleading at all. In fact, they simply do not meet the narrow and unnecessarily strict criteria required by the European institutions that examine the health claims suggested by manufacturers.

**6. The proposed regime will stifle innovation.**

Many smaller companies will be discouraged from innovating, not only because it will be so difficult to get health claims authorised, but also because health claims will become their only option for communicating the benefits of their products to consumers. Historically, small companies have been the main innovators in the health food sector and these restrictions will result in business closures, job losses and avoidable financial difficulties.

## **ENGLISH, FRENCH AND GERMAN LANGUAGE HEALTH CLAIMS VETO CAMPAIGN PAGES**

We presently have Health Claims Veto Campaign pages on our website in three languages: English, French and German. Additional languages will follow in due course.

The links are as follows:

English: <http://www.anh-europe.org/health-claims-veto-2012>

French: <http://www.anh-europe.org/health-claims-veto-2012/FR>

German: <http://www.anh-europe.org/health-claims-veto-2012/DE>

**On these pages, you can find downloads of form letters for MEPs and posters, as well as links to help you find you MEP, on these pages.**

## **ABOUT ALLIANCE FOR NATURAL HEALTH INTERNATIONAL**

Alliance for Natural Health International is a non-governmental organisation dedicated to protecting and promoting natural and sustainable healthcare using the tools of 'good science' and 'good law'. It is an international alliance of consumers, practitioners, doctors, scientists and lawyers, as well as specialist natural health enterprises. Its members share the goal of optimising human health using, as far as possible, approaches that are compatible with human physiology and our genetic backgrounds. The World Health Organization, and other leading health authorities, have confirmed that the major burdens on healthcare systems worldwide are now caused by largely preventable, chronic diseases. Since prevention of these diseases must largely be achieved through dietary and lifestyle changes, the EU's Nutrition and Health Claims Regulation - in particular its power to authorise and ban health claims - is of vital significance to European citizens' ability to make informed choices over the foods and ingredients they consume.

ANH-Intl was established by sustainability scientist, Robert Verkerk PhD, in 2002, and Dr Verkerk remains its executive and scientific director.

### **For further information, please contact:**

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