

健康機能性食品規範管理制度評析 –  
以東南亞國家協會為例

**Status of Health/Function Claims and Scientific Substantiation  
in South East Asia Region**

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**Abstract**

The functions of foods which provide health benefits beyond basic nutrition are usually communicated through health claims which include nutrient function, other function, and disease risk reduction claims; in other words, the simple messages listed on food labels. However, the wide disparity between the claims that are permitted internationally and those permitted among the SEA countries may cause confusion among consumers and are barriers to trade for food manufacturers. The main differences in the permitted health claims in the region include differences in the types of health claims permitted, the criteria for claims as well as the regulatory systems related to these claims. Harmonization of the claims regulations and the scientific substantiation of health claims in the region will help not only with the improvement of consumer understanding of key messages on food labels, but also the reduction of trade barriers to the commercial distribution of foods and beverages in the region. The ASEAN Consultative Committee on Standards and Quality (ACCSQ)'s Prepared Foodstuff Products Working Group (PFPWG) is the appropriate platform for such discussion since it is the main body for regulatory harmonization in the food sector.

In this presentation, the regulatory status of the various types of health claims permitted in the 5 SEA countries, the permitted claims included in the available positive lists, the regulatory framework for application and review of claim applications, as well as the scientific substantiation requirement will be shared. In addition, some of the key learnings of claim application will also be highlighted.