

HEALTH CLAIMS

Workshop

Melbourne | Brisbane | Sydney | November 2018

This **interactive half-day workshop** presented by FoodLegal's Charles Fisher will walk you through how to make a compliant health claim on your label and marketing materials.

This event is vital for anyone thinking about using health claims to set themselves apart in light of the recent ACCC case against Heinz (resulting in a penalty of \$2.25 million) for representing their product as healthy.



Charles Fisher
FoodLegal, Principal

We will help you answer all these questions and MORE:

- Is the claim "healthy"... a health claim?
- Where does the ACCC expect more than FSANZ in relation to health claims?
- Does just mentioning probiotics, fibre or protein count as a health claim?
- What is the difference between a "health claim" and a "nutrition content claim"?
- How much science do you need to self-substantiate a health claim?
- Does a health claim trigger any other labelling obligations?

MELBOURNE

BRISBANE

SYDNEY

DATE	Thursday 15 November 2018	Tuesday 20 November 2018	Thursday 29 November 2018
LOCATION	<i>Cliftons Level 1, 440 Collins Street Melbourne Vic 3000</i>	<i>Health and Food Sciences Precinct, 39 Kessels Road Coopers Plains QLD 4108</i>	<i>Cliftons Level 13, 60 Margaret Street Sydney NSW 2000</i>
TIME	8:00 am – 12:00 pm	2:00 pm – 5:30 pm	8:00 am – 12:00 pm

COST \$365 pp EARLY BIRD (register by 30th October)
(incl. GST) \$395 pp
(Morning tea & refreshments provided)

REGISTER HERE



FOODLEGAL
AUSTRALIAN LAWYERS & CONSULTANTS