

HEALTH PROMOTION BOARD

Annex A

Please see the table below for the main changes with effect from 1 August 2022:

Handbook on Nutrition Labelling

No.	Items																																																				
1	<ul style="list-style-type: none"> • Remove trans-fat as a core nutrient in the Nutrition Information Panel (NIP), however this change is voluntary. <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td colspan="3" style="text-align: center;">NUTRITION INFORMATION</td> <td style="vertical-align: top;"><i>> Panel Heading</i></td> </tr> <tr> <td colspan="3">Servings per package: (insert number of servings)</td> <td></td> </tr> <tr> <td colspan="3">Serving size: x g (or ml) (insert household measurement)</td> <td style="vertical-align: top;"><i>> Serving Size</i></td> </tr> <tr> <td></td> <td style="text-align: center;">Per serving</td> <td style="text-align: center;">Per 100 g (100 ml)</td> <td></td> </tr> <tr> <td>Energy</td> <td style="text-align: center;">x kcal (x kJ)</td> <td style="text-align: center;">x kcal (x kJ)</td> <td></td> </tr> <tr> <td>Protein</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td></td> </tr> <tr> <td>Total Fat</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">- Saturated Fat</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td style="vertical-align: top;"><i>> Nutrient Listing</i></td> </tr> <tr> <td>Cholesterol</td> <td style="text-align: center;">x mg</td> <td style="text-align: center;">x mg</td> <td></td> </tr> <tr> <td>Carbohydrate</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">- Total Sugar</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td></td> </tr> <tr> <td>Dietary Fibre</td> <td style="text-align: center;">x g</td> <td style="text-align: center;">x g</td> <td></td> </tr> <tr> <td>Sodium</td> <td style="text-align: center;">x mg</td> <td style="text-align: center;">x mg</td> <td></td> </tr> </table>	NUTRITION INFORMATION			<i>> Panel Heading</i>	Servings per package: (insert number of servings)				Serving size: x g (or ml) (insert household measurement)			<i>> Serving Size</i>		Per serving	Per 100 g (100 ml)		Energy	x kcal (x kJ)	x kcal (x kJ)		Protein	x g	x g		Total Fat	x g	x g		- Saturated Fat	x g	x g	<i>> Nutrient Listing</i>	Cholesterol	x mg	x mg		Carbohydrate	x g	x g		- Total Sugar	x g	x g		Dietary Fibre	x g	x g		Sodium	x mg	x mg	
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2	<ul style="list-style-type: none"> • For Carbonated Drinks**, Isotonic Drinks**, Non-Carbonated Drinks/Asian Drinks**, Juice drinks (at least 10% fruit juice)**, Water (Still or Carbonated)**, the NIP will minimally have to display the following nutrients: <ol style="list-style-type: none"> i) Energy ii) Protein iii) Total Fat iv) Saturated Fat v) Carbohydrates vi) Total Sugar vii) Sodium <p style="margin-top: 10px;"><i>** only applicable for Sweetened Drinks with 0% in Cholesterol and Dietary Fibre; Cholesterol and Dietary Fibre have to be declared in statement 'Not a significant source of Cholesterol and Dietary Fibre' at the bottom of the NIP</i></p>																																																				
3	<ul style="list-style-type: none"> • Update the 'No Added Sugar' nutrient claims based on the Addendum released on December 2020 																																																				
4	<p>Bulk packages intended for business-to-business (B2B) sales only will require the following:</p> <ol style="list-style-type: none"> i) HCS, where more than 2 logos may be allowed if necessary 																																																				

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No.	Items
	<p>ii) Statements or table containing the nutrient values of the relevant HCS nutrient criteria</p> <p>iii) $\geq 25\%$ comparative statement as stated in the HCS Nutrient Guidelines</p> <p>iv) 'Eat All Foods in Moderation' statement as stated in the HCS Nutrient Guidelines. e.g. below the HCS logo</p> <p>v) Other labelling requirements e.g. wholegrain requirements for Cereals category as stated in the HCS nutritional guidelines</p> <p>vi) Any claims made have to meet the nutrient claims guidelines as stated in this Handbook.</p> <p>vii) Should there be any claims made (e.g. nutrient/health claims), the following would need to be declared:</p> <p style="padding-left: 20px;">a. Nutrition Information Panel (NIP) as stated in this Handbook.</p> <p>viii) If the bulk packaging is a multi-pack and the individual packaging within have fulfilled the labelling requirements for packaged products sold at retail stores, then the bulk packaging need to fulfil the following labelling requirements:</p> <p style="padding-left: 20px;">a. Statements or table containing the nutrient values of the relevant HCS nutrient criteria</p> <p style="padding-left: 20px;">b. HCS, where more than 2 logos may be allowed if necessary</p> <p style="padding-left: 20px;">c. 'Eat All Foods in Moderation' statement as stated in the HCS Nutrient Guidelines .e.g. below the HCS logo</p> <p style="padding-left: 20px;">d. Should there be any claims made (e.g. nutrient/health claims), the following would need to be declared:</p> <ul style="list-style-type: none"> • Nutrition Information Panel (NIP) as stated in this Handbook • $\geq 25\%$ comparative statement as stated in the HCS Nutrient Guidelines • Other labelling requirements e.g. wholegrain requirements for Cereals category as stated in the HCS nutritional guidelines • Any claims made have to meet the nutrient claims guidelines as stated in this Handbook.
5	<p>Companies who are selling HCS products in carton(s) and have HCS logo on the carton box(s) will be required to fulfil these labelling requirements for the carton box packaging:</p> <p>Business to Consumers</p> <p style="padding-left: 20px;">i) Nutrition Information Panel (NIP) as stated in this Handbook</p> <p style="padding-left: 20px;">ii) $\geq 25\%$ comparative statement as stated in the HCS Nutrient Guidelines</p> <p style="padding-left: 20px;">iii) 'Eat All Foods in Moderation' statement as stated in the HCS Nutrient Guidelines e.g. below the HCS logo</p> <p style="padding-left: 20px;">iv) Other labelling requirements e.g. wholegrain requirements for Cereals category as stated in the HCS nutritional guidelines</p> <p style="padding-left: 20px;">v) Any claims made have to meet the nutrient claims guidelines as stated in this Handbook and SFA's Singapore Food Regulations. It is the companies' responsibility to ensure compliance with the Food Regulations.</p> <p>Business to Business Only*</p> <p style="padding-left: 20px;">ix) HCS logo, where more than 2 logos may be allowed if necessary</p> <p><i>* not applicable if business A sold to business B and business B sold the carton to consumers</i></p>

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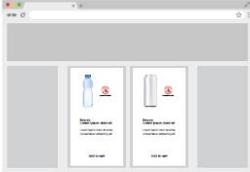
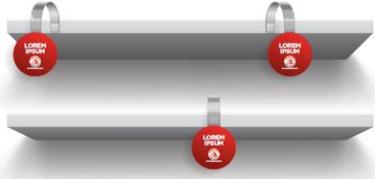
CI Guide

No.	Items
1	<ul style="list-style-type: none"> Reduce minimum clear space <div data-bbox="288 416 671 734" style="text-align: center;"> </div> <div data-bbox="699 600 1102 741" style="margin-left: 200px;"> <p>Minimum Clear Space</p> <p>To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the HCS. The clear space is determined by the height of the first step of the pyramid in the HCS. If the size of HCS is reduced or increased, the proportion of the elements within the HCS should remain the same.</p> </div>
2	<ul style="list-style-type: none"> Introduce maximum size of HCS logo <p>Maximum Size Application on Product</p> <p>The size of the HCS should not exceed 5% of the display surface area of the packaging. Refer to section 1.4 for calculation examples.</p> <div data-bbox="288 987 932 1267" style="margin-left: 20px;"> <p>Fig. 2b</p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;"> </div> <div style="flex: 2; margin-left: 20px;"> <p>To determine the maximum width of HCS on a packaging:</p> <p>STEP 1 Determine the maximum size of the Healthier Choice Symbol.</p> <p>Maximum size of HCS = 5% of Front-of-pack area (fig. 1) = 5% of (h x w)</p> <p>Example: Maximum size of HCS = 5% of (200mm x 70mm) = 5% of 14000mm² = 700mm²</p> </div> <div style="flex: 2; margin-left: 20px;"> <p>STEP 2 Determine the maximum width of the Healthier Choice Symbol.</p> <p>Maximum Width of HCS = $\sqrt{\text{Maximum size of HCS} / 1.1}$</p> <p>Example: Maximum Width of HCS = $\sqrt{700\text{mm}^2 / 1.1}$ = 25.2mm</p> </div> </div> </div>
3	<ul style="list-style-type: none"> Introduce White Border <div data-bbox="272 1397 639 1727" style="text-align: center;"> </div> <div data-bbox="919 1608 1334 1720" style="margin-left: 200px;"> <p>Full Colour with White Border</p> <p>The HCS should not be placed on a busy pattern, however, should it be unavoidable due to the nature of the packaging design, a white border can be applied for greater clarity.</p> </div> <div data-bbox="919 1727 1334 1794" style="margin-left: 200px;"> <p>The white border around the circle should be the same width as the letter "H" in the Healthier Choice phrase in the logo.</p> </div> <div data-bbox="919 1800 1334 1883" style="margin-left: 200px;"> <p>The thickness of the white border encompassing the tagline at the bottom should use the width of the letter "H" on the left and right sides of the tagline, and the height of the letter "H" on the top and bottom parts of the tagline.</p> </div> <div data-bbox="389 1756 874 1890" style="margin-left: 20px; display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Busy Image Area</p> </div> <div style="text-align: center;"> <p>Patterned Area</p> </div> <div style="text-align: center;"> <p>Similar Colour Tone</p> </div> </div>

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No.	Items
4	<p>● Introduce guidelines for multipacks</p> <p>For multipacks, the width w and height h of the entire outer packaging is taken into account.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="284 416 635 752"> <p>Fig 1.</p> <p>To determine the minimum width of HCS on a packaging: = $(h + w) / 17$</p> <p>Example: Packaging dimensions = $(75\text{mm} + 165\text{mm}) / 17$ = 14mm (Smaller than min. size) = 15mm (Round up to the min. size)</p> </div> <div data-bbox="651 416 1002 752"> <p>Fig 2.</p> <p>To determine the maximum width of HCS on a packaging:</p> <div style="display: flex;"> <div data-bbox="655 824 837 1016"> <p>STEP 1 Determine the maximum size of the Healthier Choice Symbol.</p> <p>Maximum size of HCS = 5% of Front-of-pack area (fig.1) = 5% of $(h \times w)$</p> <p>Example: Maximum size of HCS = 5% of $(75\text{mm} \times 165\text{mm})$ = 5% of 12375mm^2 = 618.75mm^2</p> </div> <div data-bbox="858 824 1040 1003"> <p>STEP 2 Determine the maximum width of the Healthier Choice Symbol.</p> <p>Maximum Width of HCS = $\sqrt{\text{Maximum size of HCS} / 1.1}$</p> <p>Example: Maximum Width of HCS = $\sqrt{(618.75\text{mm}^2 / 1.1)}$ = 23.7mm</p> </div> </div> </div> </div> <div data-bbox="1054 557 1358 808"> <p>Usage Guidelines for Multipacks</p> <ul style="list-style-type: none"> For multipacks, the width w and height h of the entire outer packaging is taken into account. The size of the HCS should not exceed 5% of the display surface area. <p>Multipack - Identical Products</p> <ul style="list-style-type: none"> Multipack with identical products should use the same HCS variant on its outer packaging as the HCS variant used on the individual products (refer to Fig. 1). <p>Multipack - Different Products</p> <ul style="list-style-type: none"> Eat All Foods in Moderation HCS variant is to be used when there are more than 1 type of HCS products within the multipack with different HCS variants (refer to Fig. 2). </div>

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No.	Items
	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Online Merchants</p>  </div> <div style="width: 30%;"> <p>Web Banners</p>  </div> <div style="width: 30%;"> <p>Mobile Banners</p>  </div> </div> <div style="margin-top: 20px;"> <p>Video Ads</p>  </div> <div style="margin-top: 20px;"> <p>Websites</p>  </div> <div style="margin-top: 20px;"> <p>Usage of the HCS on e-commerce and online advertising platforms are as follows:</p> <ol style="list-style-type: none"> If there is an image of the product on sale, the HCS could be incorporated in the image in the following 2 ways <ol style="list-style-type: none"> Use an image of the labelled product; or Display the HCS next to the product image, according to the following guidelines: The size of the HCS should not exceed 5% of the display surface area and should not be smaller than if it were incorporated in the product image. If there is only a text listing of the product on sale, the HCS should be displayed next to or in direct relation to the product name. For very small digital formats such as social posts, make sure that the elements of the HCS are legible from as far as possible. In cases where legibility may be compromised, all elements of the HCS must still be present. </div>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Posters</p>  </div> <div style="width: 45%;"> <p>Billboards</p>  </div> </div> <div style="margin-top: 20px;"> <p>Usage of the HCS on large format marketing collaterals such as billboards, posters and OOH media are as follows:</p> <ol style="list-style-type: none"> The HCS should not exceed 5% of the display surface area of the large format marketing collateral and should be preferably proportionate to the product image. Refer back to section 1.5 for colour application and 1.7 for unapproved usage. HCS should be displayed next to or in direct relation to its HCS-certified product. </div>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Wobblers</p>  </div> <div style="width: 45%;"> <p>POSM</p>  </div> </div> <div style="margin-top: 20px;"> <p>Usage of the HCS on small format marketing collaterals such as wobblers, stickers and BTL collaterals are as follows:</p> <ol style="list-style-type: none"> The HCS should not exceed 5% of the display surface area of the small format marketing collateral or should be proportionate to the product image. Refer back to section 1.5 for colour application and 1.7 for unapproved usage. HCS should be displayed next to or in direct relation to its HCS-certified product. </div>