

Book Information and Order Form

- Title:** The Functional Foods Dossier: BUILDING SOLID HEALTH CLAIMS
- How to prepare the scientific dossier for health claims of European functional foods -
- Type:** Practical Industrial Guide
- Details:** Authors: Dr. Onno Korver, Dr. Martha Cecilia Kühn, Prof. Dr. David Richardson
Publisher: Foodlink Forum, www.foodlinkforum.com
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Hard cover, Colour illustrations, 185 pages
- Description:** This practical book explains to the industry manager all the special aspects related to the preparation of the scientific dossier for health claims of European functional foods (science, legislation, communication, product development).
Expert guidance in this complex area has been long urgently needed and can now be provided in this independent industrial guide. The authors are key senior managers who served the 2 most important European multinationals (Unilever and Nestle) and who have sustained experience in functional foods. They share more than 20 years of industrial experience in a very clear language and in a stepwise manner, to help technical, commercial, legal and communication managers alike and from all types of food companies.
This guide explains the underlying procedures and will help you prepare a dossier to withstand external scrutiny from evaluators, competitors, consumer and professional organisations. It covers: science (how to use available scientific data and fill gaps for efficacy and safety aspects; the relative value between in-vitro, in-vivo, epidemiological and intervention [sometimes: *clinical*] studies; prepare for post-launch activities), legislation (Codes of Conduct, the upcoming health claim law, novel foods), communication (matching wording of the health claim to science), special aspects of functional foods product and business development. The reader will also benefit from the many practical tips, recommendations and Q&A's.
Altogether this book will certainly contribute to the results of the company, not only in improved project quality, but also in resource savings, reducing costly R&D mistakes, improving internal communication as well as finding new leads and developing them successfully. This guide is an indispensable aid in preparing for the coming EU legislation on health claims, because these principles of scientific underpinning are universal. A valuable investment for the company!
- Benefits:**
- * A practical reference book that brings you years of experience from the highest level of senior industrial managers and which you can use to base your decisions on with regards to getting the 'science right' as well as the 'right science' for health claims.
 - * The only overview of proven industrial practices in the complex area of health claims for functional foods
 - * Elucidation of the interplay between science and legislation for functional foods with a product-specific health claim
 - * Find the answer to 'what is required for the substantiation of a health claim' for European functional foods; Learn which scientific studies are needed and which not (i.e., R&D investment coaching)
 - * Gain the complex skills in how to scrutinise and use already available scientific data, how to fill knowledge gaps, how to prepare for procedures and evaluations

- * Understand the basic principles regarding the care that must be taken for the wording of health claims
- * Helps you avoid 'reinventing the wheel': Much has been done before and you better learn how to use it
- * High value added publication with respect to time, costs, quality of science and company success

For whom? Industrial managers responsible for the scientific substantiation and submission of health claims. These are: R&D manager, new business developer, PR manager, quality & safety assurance manager, product developer, project manager, marketing manager and others food developers.

Contents: The European Functional Foods Situation; Specific Terms & Definitions; Science & The Scientific Method; The Legislative Situation; Practical Aspects of the Scientific Dossier; The Dossier in the Functional Foods Business Development Process; Exploratory Phase, Lead Generation; In-Depth Literature Search; Initial Data Evaluation; Identifying and Filling the Science Gaps; Final Data Evaluation & Finalising the Dossier; Issuing and Submitting the Dossier; Possible Hurdles and Issues during the Submission Period; Approval Decision, Launch & Post-Launch Monitoring Phases; Appendices: More FAQ's; The EU Proposal for Health Claim Legislation; Guidelines and Issues in the Product Development of Functional Foods; Competent Authorities for the Novel Foods Legislation.

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